Jan 06, 2024

TechLife NEWS

A Tech Frontier

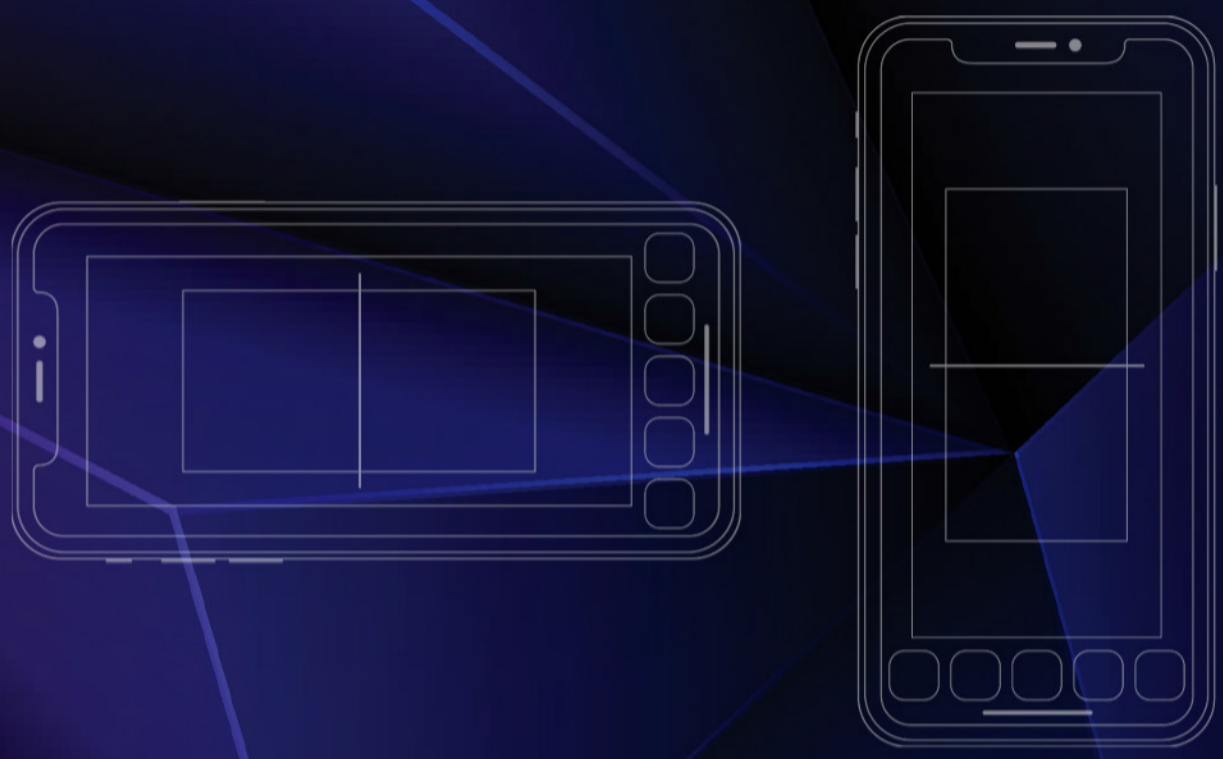
NEW HORIZONS: EMBARKING ON A NEW YEAR'S JOURNEY

9:41
PhotoArt
photoart.com
Dec 19, 2020
SLR, DSLR
64Mp Tech
After Effects
Elements
Photo &
Graphic
Plugins
the art to create from white to dark, compelling images
Black & White
Single Issue
Subscribe
Home
Previous Editions
Collection
Breaking News
9:41
Fashion
Week
$6.99
Summer - New York
popular aesthetic expression
clothing, footwear, lifestyle, accessories, makeup
trends
A fashion week is a fashion industry event, lasting approximately one week, where fashion designers, brands or "houses" display their latest collections in runway fashion shows to buyers and the media. These events influence trends for the current and upcoming seasons. The most prominent fashion weeks are held in the fashion capitals of the world; New York, London, Milan, and Paris, or the "Big Four" which receive the majority of press coverage.
Single Issue
Subscribe
Home
Previous Editions
Collection
Breaking News
Share

PublishChannel provides the most well-designed app solution to make your publication independent, offering a powerful channel for subscriptions worldwide.

And you keep all revenues directly from App Store™ sales.

Our exclusive design offers a state-of-the-art user interface that is highly interactive with engaging links to web content, video platforms, apps, podcasts, and more. Your app is fully integrated with the production process, seamless in your workflow.



Designed for

Magazines | Newspapers | News Channels | Video Channels

PublishChannel

The World-Class Solution for Publishing

Visit www.publishchannel.com

Luminar 4

Perfect Photo, Sucky Skies?

AI-powered Sky Replacement - Perfection in Seconds

© Sherwin Magsino

Say Goodbye to Bland and Boring Skies

Get Luminar 4, powered by new and innovative technologies like Accent AI and AI Sky Replacement. Instantly replace skies to change the mood of your photo. No complicated masking or brushes required!

Wherever your creative vision takes you, Luminar has the tools, smarts and style to help you achieve your absolute best.
Your Photography. Elevated.

Grab a copy at l.skylum.com/applemag
Use promo code **APPLEMAG** for $10 off your purchase

©2020 Skylum Software USA, Inc. All rights reserved.

SKYLUM Apple Magazine
OFFICIAL PARTNERS

SUMMARY

A TECH FRONTIER - NEW HORIZONS: EMBARKING ON A NEW YEAR'S JOURNEY **06**

NEXT VISION - PROJECT ALASKA TO BRING SPATIAL COMPUTING TO THE OPEN ... **30**

MINI VS STUDIO - BUILD A MAC WORKSTATION ON STEROIDS **58**

STARLINK - THE SPACEX SATELLITE NETWORK THAT WILL CONNECT EVERYTHING **84**

ORBITAL: THE SPACE RACE TO CONNECT 2023 PHONES WITH SATELLITES **110**

IPHONE 15 PRO - LEVELING UP THE LINE WITH A NEW CAMERA SET, TITANIUM... **138**

STORE: THE IN-STORE EXPERIENCE REIGNS SUPREME **164**

NEW MODEL 3 - 2024 TESLA DRIVING FORWARD WITH FINE STYLE & INNOVATIVE... **188**

MASTER PLAN: ELON MUSK DRIVING THE PLANET TOWARD RENEWABLE ENERGY **214**

AMAZON ADDS VIDEO TELEMEDICINE VISITS NATIONWIDE TO ITS VIRTUAL CLINIC **244**

A Tech Frontier

NEW HORIZONS: EMBARKING ON A NEW YEAR’S JOURNEY

2023 was a big year for Apple, with significant hardware and software announcements, from the upcoming Apple Vision Pro to the stunning iPhone 15 Pro range with new titanium chassis. 2024 looks just as exciting for Apple fans, with significant releases expected.

UPGRADING THE IPAD

2023 was a quiet year for the iPad, but in 2024, the company looks set to rewrite its fortunes and release several upgrades to its tablet range to boost sales. Apple's mid-tier iPad Air tablet is slated for an update with two new sizes - 10.9 inches and a larger 12.9 inches. This strategy **aims to offer consumers more choice at various price points,** enabling access to larger displays without the steep price of the iPad Pro. Some have criticized Apple for its inability to properly differentiate between the Pro and Air models. Still, in 2024, battery and display size upgrades are expected, akin to the iPhone Plus model.

The iPad Pro models are set to receive significant enhancements with OLED screens, promising a more comprehensive color range and superior contrast. While the current 12.9-inch model features an impressive mini-LED screen, OLED promises to elevate this further. These high-end iPads will also incorporate the new M3 chip, first seen in the 2023 MacBook Pro, though concerns about overheating and battery life linger. It has also been reported that Apple could bring a long-awaited feature to the iPad in 2024: **the introduction of MagSafe.** According to a source that is familiar with companies that manufacture magnets for Apple products, Apple has been considering adding a glass back to the iPad Pro, while also testing a MagSafe system. We don't yet know whether MagSafe for iPad would come in the form of a circular magnet and accessories or the MacBook magnetic charging cable.

M2
R1

Refreshes for the iPad Mini and a new entry-level iPad are scheduled, separate from the iPhone 16 event in October. Anticipated upgrades include more powerful chipsets, which could mean that the entire iPad line-up will be overhauled in 2024.

The third generation of the Apple Pencil, **codenamed B532,** is expected to accompany the new iPad Pro, offering advanced features for creative endeavors. Apple introduced a new **Apple Pencil with USB-C charging earlier in the year** but it's thought that the new Apple Pencil 3 will offer more advanced features. To complement the iPad Pro, new Magic Keyboards (codenamed R418) are also expected to be introduced in 2024, **featuring a robust aluminum frame, enhancing the tablet's laptop-like experience.**

THE APPLE VISION PRO

The Vision Pro headset marks Apple's first foray into a new product category since the Apple Watch in 2015. Its early 2024 release, potentially alongside the new iPads and MacBook Air, heralds a new dimension in the Apple product ecosystem. We don't know for certain exactly when the new headset will be released, **but the company has already begun training staff** According to the report, selected team members from Apple Stores and Apple online will travel and participate in an event in Cupertino, California, at some point in the first months of 2024. Upon returning to their home store, they'll deliver training and ongoing support to store team members. This is a group opportunity for those passionate about demonstrating Apple products and teaching others.

It's widely expected that the rollout of the Vision Pro headset will be the most complicated in Apple's history, with the company planning to assemble customers' Vision Pro headsets in-store, compiling the appropriate headband, light seal, and optional prescription lenses. Flagship retail stores are set to gain dedicated Vision Pro hands-on areas, while other stores will only receive one or two units. It's an opportunity for Apple to introduce the Vision Pro headset to users one-on-one **before an expected cheaper model in the years ahead.**

IPHONE 16 AND APPLE WATCH

The rumor mill is in full swing as the iPhone 16 continues to be the subject of much speculation and anticipation. The iPhone 16 is rumored to feature a major design overhaul. There's **speculation about a thinner, more streamlined design** possibly with a new range of colors. As for the display, the iPhone 16 may boast an even more advanced version of the Super Retina XDR display, with enhanced brightness and a higher refresh rate. At the heart of the iPhone 16 is likely to be a new, more powerful chip. This could be the A17 Bionic or a similarly advanced processor, offering speed and energy efficiency improvements, further optimizing the device for demanding apps. Battery life has always been a critical aspect of smartphone performance. The iPhone 16 might include a more efficient battery and improved wireless charging capabilities. There's also speculation about **Apple introducing a new, faster-charging technology.**

500
72
52 89
150
10:09
315° NW
0°
270 300 330 0
W NW N
7:29PM
5
FT
M
+ 250 FT

Tuesday, September 12
9:41

500
72
52
89
NW
N
W
NE
SW
SE
S
150
10:09
0°
315° NW
270
300
330
0
W
NW
N
7:29PM
+ 250 FT
FT

With the ongoing expansion of 5G, the iPhone 16 is expected to include enhanced 5G capabilities. Furthermore, there might be improvements in Wi-Fi and Bluetooth technology, offering faster and more reliable connectivity. The iPhone 16 could also feature advanced health and fitness sensors, building upon the health features introduced in previous models. iOS 17 will debut with the iPhone 16, introducing new features and improvements in user experience. Integration with the broader Apple ecosystem, including macOS, iPadOS, and watchOS, **will remain a key focus, offering seamless cross-device functionality.**

On the other hand, the Apple Watch Series 10 is rumored to feature significant design changes. Speculations suggest a slimmer profile and reduced bezels, offering a more expansive display area. There's also talk about Apple introducing new materials for the watch's body, potentially enhancing durability while maintaining the iconic aesthetic. Rumors hint at introducing **sensors for monitoring blood pressure and glucose,** offering users more comprehensive health insights. Enhanced sleep-tracking features and improved fitness metrics are also on the cards. The Series 10 is also rumored to include a more efficient battery, potentially offering longer life between charges.

A new, more powerful processor could be at the core of the Apple Watch Series 10. This upgrade would likely result in faster app loading times, smoother user interface interactions, and more efficient handling of complex tasks. With the Apple Watch Series 10 release, a new version of watchOS is expected.

This update will likely introduce new health and fitness features, improved customization options, and new watch faces designed to take advantage of the larger display area.

Concluding the year, Apple plans to release updated low-end and mid-tier AirPods, incorporating USB-C ports for enhanced connectivity. This update is expected to apply to the AirPods 2 and 3, aligning with the higher-end AirPods Pro 2's 2023 upgrade. There's also some speculation that the company **could release a second-generation version of the AirPods Max in** 2024, and we'll see **new HomePod products as Apple looks to boost the value of its Siri smart assistant.**

R

Sunday, December 3
7:41
Phrases
One more time
"time"
timeout
times
123
send

Apple's 2024 roadmap signals a year brimming with innovation. The comprehensive refresh of the iPad lineup underscores Apple's commitment to the tablet market. The iPhone 16 series promises to elevate the smartphone experience, while the Vision Pro headset introduces a new era in technological offerings. We can’t wait to see what comes next

PLAY YOUR FAVORITES

Stream more than 15,000 episodes of your favorite daytime, primetime and late night CBS shows, catch up on classic hits or enjoy exclusive CBS All Access Original Series.

WATCH IT LIVE

Watch live sports, shows and news at home or on-the-go with your local CBS station, CBSN, CBS Sports HQ and ET Live 24/7.

CBS CBSN CBS SPORTS HQ ET LIVE

OBCESS OVER ORIGINALS

Get hooked on critically-acclaimed CBS All Access Original Series.

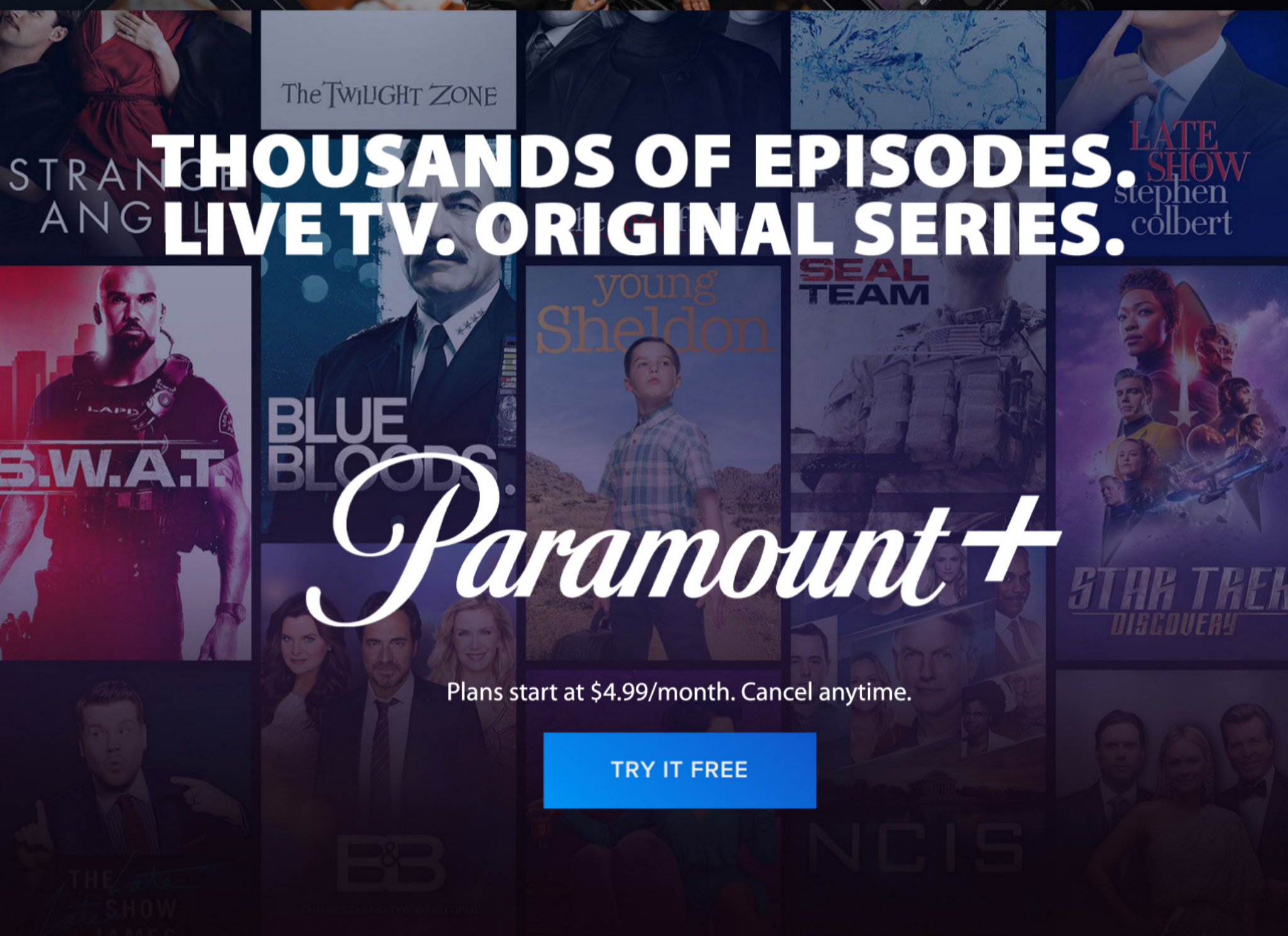
STREAM ACROSS SCREENS

It's easier than ever to watch on your phone, tablet, desktop or streaming media player.

iPad iPhone tv android chromecast firetv

LG PS4 Roku SAMSUNG VIZIO XBOX ONE

xfinity



THOUSANDS OF EPISODES. LIVE TV. ORIGINAL SERIES.

Paramount+

Plans start at $4.99/month. Cancel anytime.

TRY IT FREE

Next Vision

PROJECT ALASKA TO BRING SPATIAL COMPUTING TO THE OPEN WORLD

In the fast-paced world of technology, a revolutionary development is on the horizon – Project Alaska. Following the announcement of Vision Pro, Apple is now looking to redefine the spatial computing era with an affordable, consumer-focused headset for the masses.

Vision Pro

apple.com
Vision Pro
Introducing

INTRODUCING PROJECT ALASKA

Vision Pro marked Apple's entry into mixed-reality headsets, a bold step that garnered widespread attention. The device, which is **set to be released in early 2024 in select markets**, is the company's first product in another major category since the Apple Watch in 2015 and a lot is riding on its success. The Vision Pro is billed as a "spatial computer", meaning that it is designed to integrate digital media with the real world and allow users to interact with it using physical inputs such as motion gestures, eye tracking, and voice input. Some of the most exciting features include an ultra-high-resolution display system with two 4K displays, one for each eye, and a powerful new R1 chip that delivers a virtually lag-free, real-time view of the world. An advanced Spatial Audio system

is also included in the headset, designed to create the feeling that sounds are coming from the environment around the user.

Other features users can expect from Vision Pro include a new three-dimensional interface that frees apps from the boundaries of a display, a modular system that allows users to find the right fit, and a high-performance battery that reduces weight and slips easily into a pocket. Naturally, reviews on the Vision Pro are hard to come by, as Apple has made it hard for people close to the project to discuss the specifics. In a rare teaser, The Verge said that **the upcoming headset was the "best headset demo ever" and praised its look and finish** while Esquire added that the "sheer attention to detail is what makes this a luxury product," **commenting on the high $3,499 price tag of the upcoming device.**

NORTHERN TRUST BANK
MADISON ST.
Turn RIGHT
0.1 mi

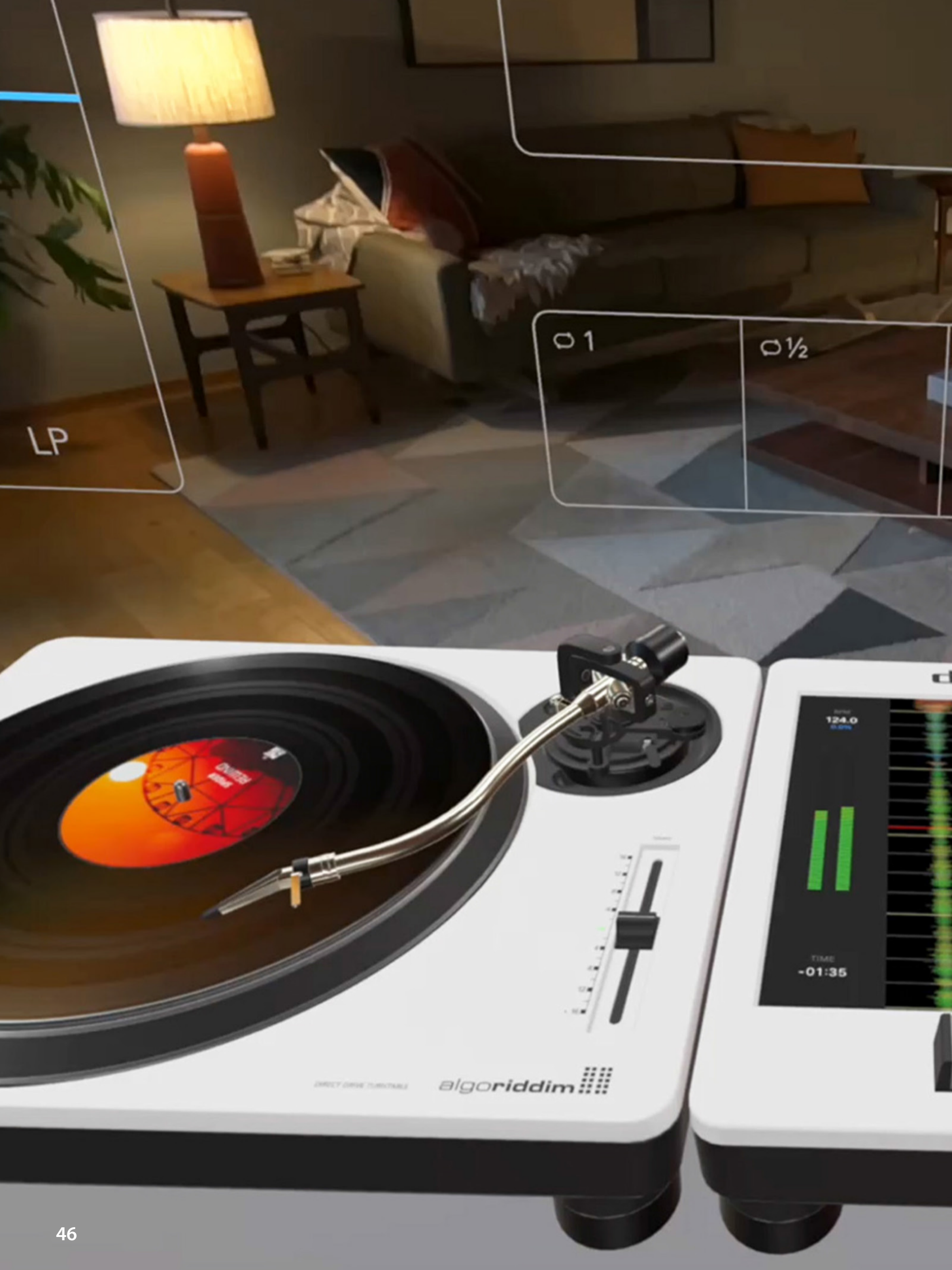
0
KM/H
16°
25°

18 º
17 º
19 º
20 º
24 º
23 º
OPEN

The Vision Pro is expected to be used for a wide variety of purposes, with its infinite screen real estate and access to all of your favorite apps allowing users to be more productive than ever before. The Vision Pro can be used to create immersive learning experiences that engage students in new ways, and its high-resolution displays and powerful R1 chip deliver stunning graphics and performance for an immersive gaming experience. The Vision Pro can be used to watch movies and TV shows, listen to music, and play games in a whole new way. **Tim Cook said that he had watched the entire third season of Ted Lasso on his Vision Pro,** suggesting that the product will be comfortable enough for hours of entertainment at home or on the go.

Whilst it's still early days, the Vision Pro has the potential to be one of the most important products that Apple has ever released. What's challenging for Apple, though, is pricing. The $3,499 price tag is simply unaffordable for the masses, and so its upcoming successor, as revealed in a report by Macrumors, is not merely a refinement but a reimagining of spatial computing, designed to offer even more features and bring down the price considerably.

Code-named Project Alaska, it aims to transform everyday experiences by extending augmented reality (AR) beyond the confines of indoor spaces. Project Alaska introduces significant design and functional improvements while retaining a semblance of its predecessor. The aesthetic shift to flatter, more streamlined earcups and simplified straps resembling those on fashionable laptop bags underscores Apple's commitment to fusing style with practicality. This design philosophy


LP
1
½
124.0
TIME
-01:35
algoriddim

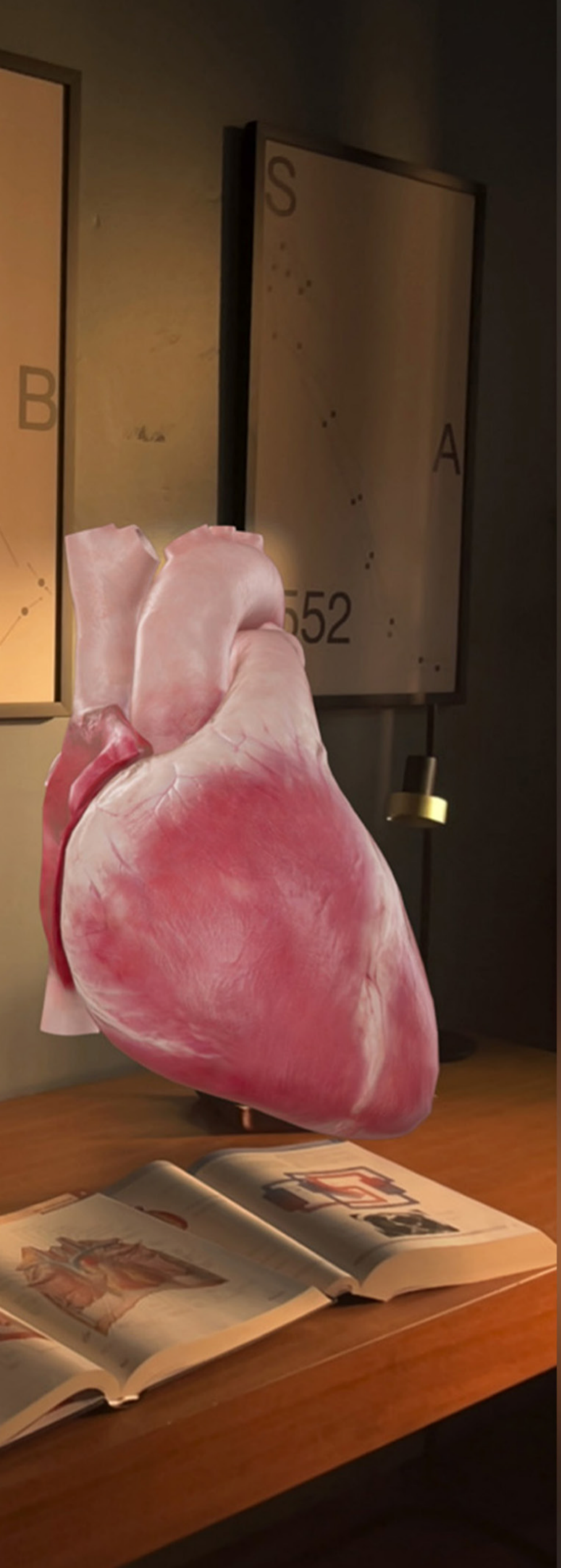
1/4
1/8
1/16
124.0
TIME
-02:59
START · STOP
BLKSL LTD

heartbeat

heartbeat is a timed contraction of valves,
ventricles. There are generally between
eats per minute (BPM).

it

the heart to
beating.



is not just skin-deep; it permeates every aspect of the headset. Internally, the device boasts an impressive array of hardware: two micro-OLED displays, a state-of-the-art TrueDepth camera, and a variety of vision and infrared cameras. These enhancements are not just for show; they promise to deliver an unparalleled AR experience, seamlessly blending digital information with the physical world.

EXPANDING THE HORIZON

Imagine donning a pair of glasses that enhance your vision and enrich it with layers of contextual information. With Project Alaska, users can expect to navigate cityscapes with 3D maps, receive live commerce data, engage in holographic communications, and access a wealth of in-place details – all superimposed onto their real-world view. This level of integration marks a significant leap from the Vision Pro, which was primarily designed for indoor use. One of the key challenges for AR devices is battery life, especially for an all-day, outdoor-use gadget. Project Alaska is anticipated to address this with a battery designed for extended use, ensuring that the AR experience is not only immersive but also uninterrupted. This focus on battery efficiency is crucial, enabling users to rely on their AR glasses throughout their daily activities without the hassle of frequent recharging. Apple is also reportedly **working on its own battery technology for upcoming iPhones and products** suggesting the next AR/VR headset will do away with some of the **controversial 'battery packs' that will be included in the first Vision Pro release.**

albane

17:41
20m
Continue on
Lazare St

In an era where data privacy is paramount, Apple is expected to navigate these waters with due diligence. Ensuring user privacy and safety, especially in an always-connected device like Project Alaska, is not just a feature – it's a necessity. The balance between offering rich AR experiences and safeguarding user data will be a crucial aspect of this project. Slated for a late 2025 release, Project Alaska is not just another gadget; it's a foray into what the future holds. It's a testament to Apple's vision of blending the digital and physical realms, offering a glimpse of a world where tech seamlessly, intuitively, and meaningfully enhances our reality.

The truth is that, with so far to go until the launch of the second generation Vision Pro, and without the first edition even reaching consumers' hands until next year, it's hard to speculate exactly what the second generation model could look or perform like. Early reports from Bloomberg's Mark Gurman, however, who has a proven track record when it comes to Apple news and rumors, suggest the model will be sold at around US$1,500 at the cheapest to US$2,500 at the most, a more palatable price that could send AR/VR into the mainstream.

We can't wait to get our hands on the first Apple Vision Pro and discover what Apple is working on next for the AR/VR revolution. Whatever's ahead, be in no doubt that an AR headset is Apple's next frontier and a product that will revolutionize technology once again.

Your Florida dream house can be a lifetime investment.

RALISTO

Beyond the Real Estate Closing

I'm here to assist you.

+1 (407) 413-4292 | karin@ralisto.com

Mini vs Studio

BUILD A MAC WORKSTATION ON STEROIDS

Read [MB/s]
2691
1917

Both consumers and professionals have never had it better, with more Macs than ever to choose from. The entry-level Mac mini is an excellent machine for everyday computing, whilst the Mac Studio offers more power and performance with productivity in mind.

Image: Vlad Yera

MINI VS. STUDIO

Apple made an exciting announcement in January 2023, introducing refreshed models of the Mac mini and high-end MacBook Pros. The Mac mini received not only the base M2 chip but also the M2 Pro, a powerful processor designed specifically for professionals. With the introduction of the M2 Pro Mac mini, the question arises: is the Mac Studio still necessary? Are there any advantages to choosing the Mac Studio over the Mac mini? The truth is, both models offer something different, and whilst it's easy to assume that the M2-series machine will reign victorious, there's still power in the Mac Studio - **that's before its rumored refresh.**

The Mac mini was one of the first Macs to feature Apple's groundbreaking M1 chip, revolutionizing the market for small-form-factor desktops. However, as more powerful chips like the M1 Pro and M1 Max were introduced in the 2021 MacBook Pro models, the Mac mini began to fall behind. Now, the Mac mini is equipped with the much more powerful M2 Pro chip, making it suitable for power users who previously would have opted for the Mac Studio. The Mac mini offers both the standard M2 chip and the M2 Pro chip, catering to a wide range of power users. The M2 Pro chip powering the Mac mini is available in 10 or 12 CPU cores, while the Mac Studio can be configured with either the 10-core M1 Max or the 20-core M1 Ultra. The 10-core variant of the M2 Pro performs slightly below the M1 Max in multi-core CPU benchmarks, but the 12-core variant outperforms it in various tests. However, the 20-core M1 Ultra chip significantly surpasses the M2 Pro in terms of performance. To determine which CPU configuration is right for you, consider

whether your applications can take advantage of the extra cores offered by the M1 Ultra. If you primarily engage in moderate video and photo editing, the M2 Pro Mac mini will suffice. However, if you require rendering capabilities, the Studio's CPU power may justify the higher cost and ensure you're future-proofed. With **experts suggesting the average Mac lifespan is 7 to 10 years,** there's no reason why you can't buy a Mac Studio tomorrow and use it in a decade's time.

Regarding graphics performance, the Mac Studio is a clear choice, albeit at a higher price point. The decision between the M1 Max and the M1 Ultra configuration again comes into play. According to Apple, the base Mac Studio with the M1 Max delivers similar GPU performance to the RTX 3060 while consuming significantly less power. On the other hand, the M1 Ultra offers performance comparable to the RTX 3090 while consuming 200W less power. Let's compare these performance levels to the M2 Pro chip in

Image: Teddy GR

the Mac mini. Even the M1 Max outperforms the M2 Pro regarding graphics performance, despite the substantial GPU improvements introduced with the M1 Pro. However, if you don't require performance beyond the M1 Max, investing in the M1 Ultra may not be necessary. The base Mac Studio with the M1 Max chip strikes a balance that suits most professionals.

The M2 Pro Mac mini comes with 16GB of unified memory as the base configuration, with the

option to upgrade to 32GB for users who run multiple programs simultaneously or require additional headroom. Prospective Mac Studio buyers will be pleased to know that the base model includes 32GB of unified memory as standard. However, if you consider yourself a highly productive power user and require even more RAM, you can configure the Mac Studio with up to 128GB of unified memory, along with the M1 Ultra chip.

CONNECTING YOUR MAC

The Mac Studio and the Mac mini offer sufficient USB ports for most users. The M2 Pro Mac mini features four Thunderbolt 4 ports and two USB-A ports. In comparison, the base Mac Studio includes four Thunderbolt 4-enabled USB 4 ports, two USB-C ports, and two USB-A ports. If you opt for the M1 Ultra variant of the Mac Studio, you'll have six Thunderbolt 4 ports and two USB-A ports at your disposal. Both machines also provide HDMI and Ethernet ports. However, the Mac mini supports the Gigabit LAN standard, while the more expensive Mac Studio offers 10-Gigabit LAN as a default option. Additionally, the Mac Studio includes an SDXC card slot, making it convenient for transferring photos and videos.

When it comes to display connectivity, the Mac mini can support up to two 6K displays and an additional 4K monitor simultaneously. However, if you can afford the Mac Studio, you can connect it to an impressive four 6K displays and another 4K monitor, creating a truly remarkable desk setup. In terms of wireless connectivity, the Mac mini features updated technologies such as Wi-Fi 6E and Bluetooth 5.3. The Mac Studio, on the other hand, supports Wi-Fi 6 and Bluetooth 5.0, **but it's likely a second-generation model would fix this.**

HDMI

STUNNING DESIGNS

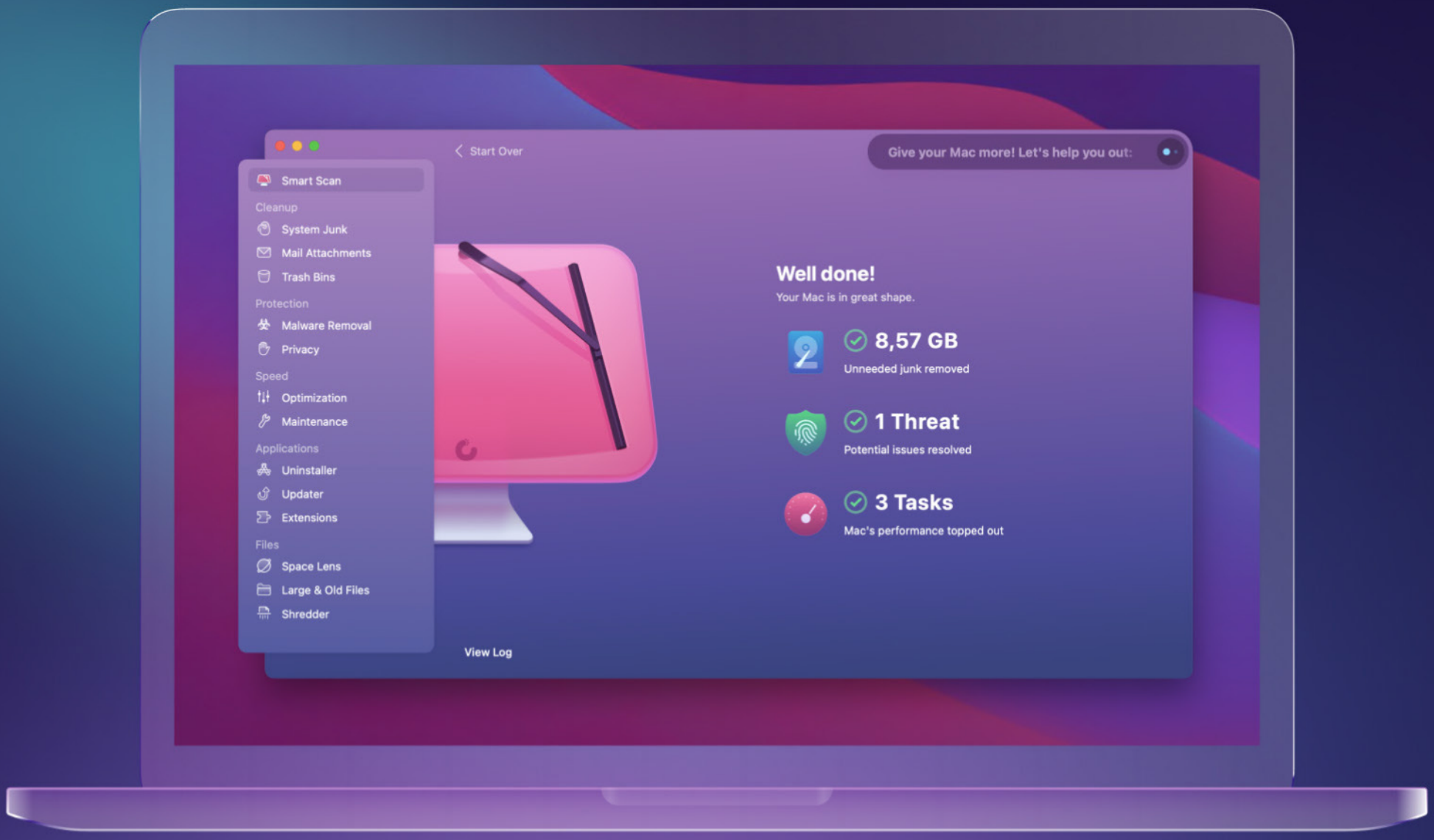
The Mac mini and the Mac Studio have a similar footprint, taking up the same amount of desk space. However, the Mac Studio is taller, equivalent to the height of two stacked Mac minis. As a result, the Mac mini is more portable and easier to carry around, giving it an advantage in portability. Internally, the Mac mini utilizes a single-fan setup to cool down its M2 Pro chip, and it does an efficient job in terms of thermals. The Mac Studio, on the other hand, is equipped with a dual-fan setup to match the performance of the M1 Max or M1 Ultra chips. The dual-fan system includes air intake at the bottom and perforations at the back to expel hot air. Regardless of whether you choose the Mac mini or the Mac Studio, you can rest assured that both machines have effective cooling mechanisms in place, eliminating any concerns about overheating, which plagued earlier Intel-based small-form-factor PCs.

IT COMES DOWN TO PRICE

Ultimately, price plays a significant role in the decision-making process. While the Mac mini may not offer the same level of performance as the Mac Studio in certain areas, it comes at a significantly lower price point while still providing a capable machine. The base model of the M2 Pro Mac mini starts at $1,299 and includes 16GB of RAM and 512GB storage. In comparison, the Mac Studio starts at $1,999 for the base M1 Max variant, which includes 32GB of RAM and a 512GB SSD. However, the price dynamics change when upgrading the Mac Studio. The M1 Ultra model starts at a substantial $3,999, and if you opt for the 64-core GPU configuration, you'll need to pay an additional thousand dollars. At this price point, the Mac Studio falls into a different category and becomes harder to compare directly with the Mac mini. It might be more appropriate to compare it with the higher-end Intel-based Pro.

Although the Mac Studio offers impressive performance, it may not be necessary for most users. It is specifically designed for professionals who require the utmost power, making it a viable alternative to the Mac Pro.

Ultimately, your decision should be based on your needs, workload, and budget. Consider your requirements, weigh the performance differences, and choose wisely. Macs can't be beaten, so whichever decision you make is wise!



CleanMyMac X

Your Mac.
As good as new.

Learn More

Coca-Cola store

FREE SHIPPING
ON ALL COKE STORE ORDERS OVER $60!

www.cokestore.com

STARLINK

THE SPACEX SATELLITE NETWORK THAT WILL CONNECT EVERYTHING

In a world dependent on technology, Elon Musk is a name that often comes to mind. From X to Tesla, the entrepreneur has his fingers in a number of pies. One of Musk's ventures capturing both imagination and market share is Starlink, a global satellite-based internet service, which will revolutionize the way we think about the internet for decades ahead.

REVOLUTIONIZING CONNECTIVITY

Starlink is a satellite internet constellation constructed by SpaceX, the American aerospace manufacturer founded by Musk. Utilizing a constellation of small satellites in low Earth orbit (LEO), Starlink aims to provide high-speed internet access across the globe. Unlike traditional internet services, Starlink bypasses the complex network of terrestrial cables and base stations. The implications of this are far-reaching, from rural connectivity to global data-sharing and real-time communication on an unprecedented scale.

Right now, **there are over 4,500 Starlink satellites orbiting Earth** making up more than 50% of all active satellites. Musk's ambition doesn't stop here; plans are to **launch up to 42,000 satellites in the coming years to dominate the industry and connect the globe.** With a valuation nearing $140 billion, SpaceX and its Starlink venture have started to wield significant influence in the satellite internet arena - **no other company is coming close.**

Starlink's influence is not confined to traditional internet consumption. Its technology promises to facilitate seamless communication between homes, businesses, Tesla cars, airplanes, and ships. The network could even extend to future smartphones, reducing or even eliminating dependency on conventional cellular networks. Starlink is already a significant customer for the U.S. Defense Department and is under test by other countries like Japan for military applications.

Perhaps no situation illuminates Starlink's transformative potential better than its role in conflict zones like Ukraine. Satellite technology has become an integral part of battlefield communications, from coordinating drone strikes to intelligence gathering. However, concerns arise when a single entity, driven by the whims of an individual as polarising as Musk, controls such a powerful tool. During the Russian invasion of Ukraine, Musk has restricted Starlink access multiple times, **highlighting the vulnerabilities of centralized control.** As governments begin to regulate satellite connectivity in our new era, we'll likely see new legislation and control over decision-making.

In a less combative setting, Starlink is also proving to be a boon for remote places like Maui and scientific expeditions in Antarctica, where traditional internet services are unfeasible.

GOODBYE, CELL SERVICE

Starlink's omnipresent connectivity raises a pressing question for existing cellular service providers: Can they compete with a global satellite network that bypasses their intricate infrastructure? The initial evidence suggests that cellular companies may face existential challenges, particularly in remote or low-population areas where laying physical infrastructure isn't profitable. However, the total demise of cellular carriers may not be imminent. Regulatory and data governance issues pose significant challenges to Starlink's full-scale global implementation. Additionally, the cost of setting up a satellite network is not insignificant, and the eventual consumer pricing could influence its widespread acceptance. In time, though, with more companies coming on board to offer the

REMOVE BEFORE FLIGHT
REMOVE BEFORE FLIGHT
REMOVE BEFORE FLIGHT
REMOVE BEFORE FLIGHT
REMOVE BEFORE FLIGHT
REMOVE BEFORE FLIGHT
ENGINE CHILL
T - 00:
STAR

STRONGBACK
RETRACT
STARTUP
LIFTOFF
MAX-Q
MECO
FAIRING
05:51
RLINK

STARLINK

service, satellite connectivity could become the norm. Indeed, even Apple has begun trialing the **technology as part of its iPhone and Apple Watch emergency call functionality** allowing consumers to access satellite services when they're out of reach of their usual cell service and don't have WiFi. This is a niche use case, though, and not something that the company plans to roll out further just yet. Indeed, even if satellite phones replace cell phones in the future, Starlink still has thousands of satellites to get into orbit before it has the potential to begin offering a telephone service decades into the future.

SATELLITE CONCERNS

The recent explosion in satellite connectivity has not come without its critics. Indeed, a number of people have brought up concerns over the issue of light pollution caused by Starlink satellites. The sheer number of them has begun to interfere with the work of astronomers. Observations made by ground-based telescopes are being compromised, which has sparked a call for "strict and immediate regulations" to combat this problem. Astronomers began expressing their concern when SpaceX launched its first 60 Starlink satellites in 2019, as satellites and leftover debris from spacecraft reflect and scatter sunlight, which has made the night sky brighter, according to a 2021 study. We don't yet know just how damaging this could be for the environment, and more research is needed.

Another dark cloud looming over the Starlink project is its potential monopolization. As we've already touched upon, Elon Musk's idiosyncratic decision-making process, largely unchecked, could have grave ramifications for the world. Moving forward, work needs to be done to

diversify space-based infrastructure and give other players a fighting chance. Government-backed and private initiatives could mitigate the risks associated with relying solely on one entity - the **European Union, for example, has already earmarked EUR 2.4 billion to set up a "sovereign" satellite constellation to be rolled out by 2027. China, too, has plans to deploy a 13,000-satellite LEO mega constellation to rival Starlink**.

With a valuation of SpaceX inching close to $140 billion, much rides on how responsibly and ethically the Starlink service is deployed in the coming years. Competition is sparse, as no companies or governments have come close to what Musk has built. The U.S. Defence Department is a major customer, and other militaries like Japan are testing the waters.

Whether Starlink will push traditional cellular technology into obsolescence or co-exist in a diversified ecosystem remains to be seen. What is certain is that the project has already made an indelible mark on our technological landscape. It's a Pandora's box of massive potential but also of ethical quandaries and regulatory challenges. Starlink is a testament to human ingenuity but also a stark reminder that with great power comes great responsibility.

The potential of Starlink cannot be understated, and we can't wait to see what comes next.

Gemini 2

The intelligent duplicate file finder

Learn more >

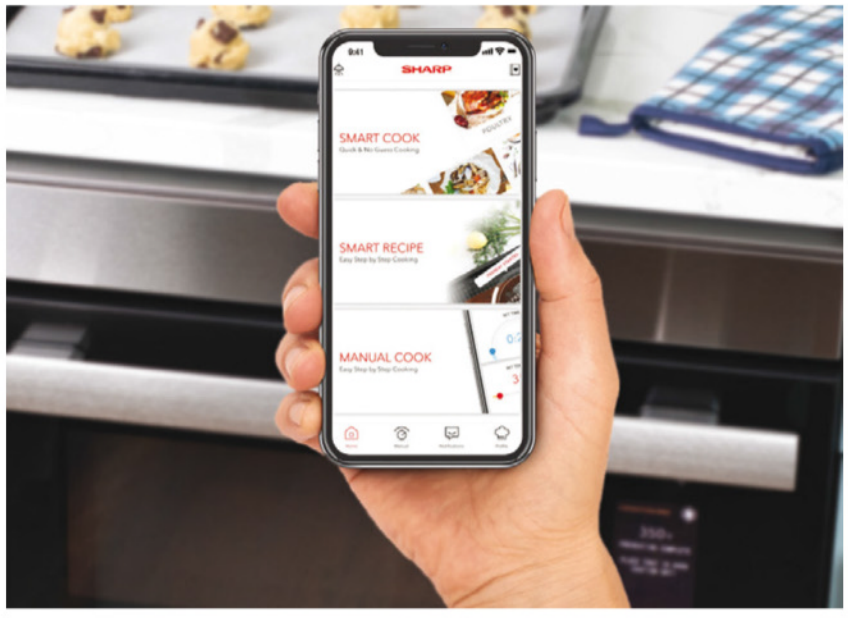
SHARP | Simply Better Living

SUPERSTEAM+™ BUILT-IN WALL OVEN

SSC2489DS

The Sharp® SuperSteam+ Built-In Wall Oven is the start of a cooking revolution. With Wi-Fi enabled IoT features, the innovations within this steam oven are a perfect match for modern cooking needs.

While regular steam only reaches 212°F, the SuperSteam+ oven can create superheated steam up to 485°F. Steam this hot can roast meats and caramelize sugars so your food can be brown and crispy on the outside, tender and juicy on the inside. With the Sharp SuperSteam+ Oven, you can grill without smoke, roast without drying, and get the roasty-toasty, tasty results you desire.



SEE FOR YOURSELF

Get started right away with built-in recipes and download the Sharp SuperSteam+ Oven app* to enable the smart features and access custom recipes powered by SideChef.

The new Sharp SuperSteam+ Built-In Wall Oven features Steam Bake for superior breads, and Water Bath for cheesecakes, custards and puddings.

www.sharpusa.com | simplybetterliving.sharpusa.com

*Mobile Application and Home Assistant Skill available upon commercial release. © 2020 Sharp Electronics Corporation. All rights reserved. Sharp, Supersteam™ Oven and all related trademarks are trademarks or registered trademarks of Sharp Corporation and/or its affiliated entities. Product specifications and design are subject to change without notice. Internal capacity calculated by measuring maximum width, depth and height. Actual capacity for holding food is less.

Orbital

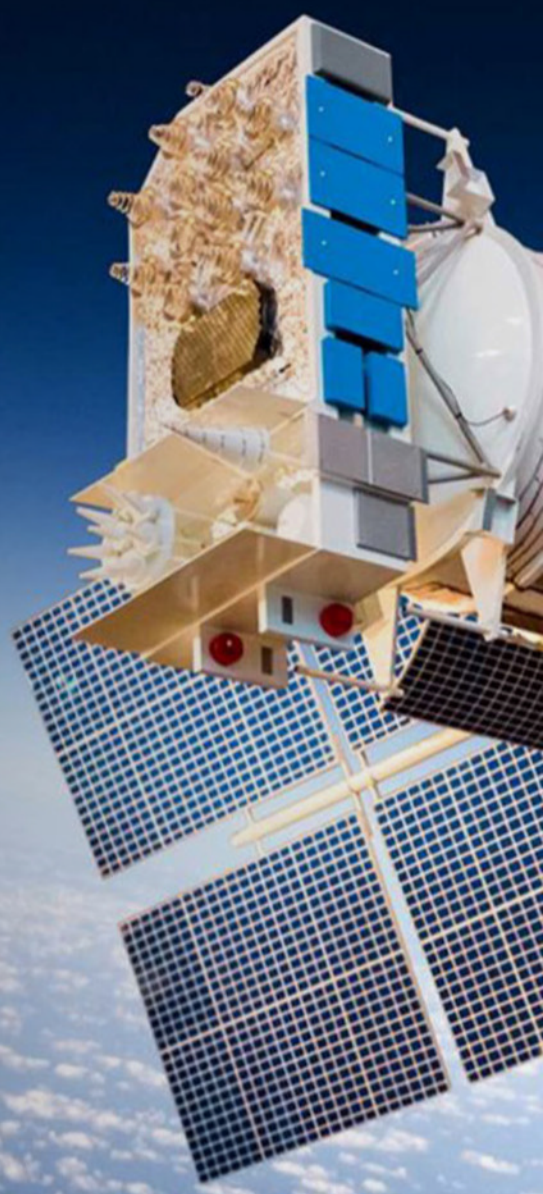
THE SPACE RACE TO CONNECT
2023 PHONES WITH SATELLITES

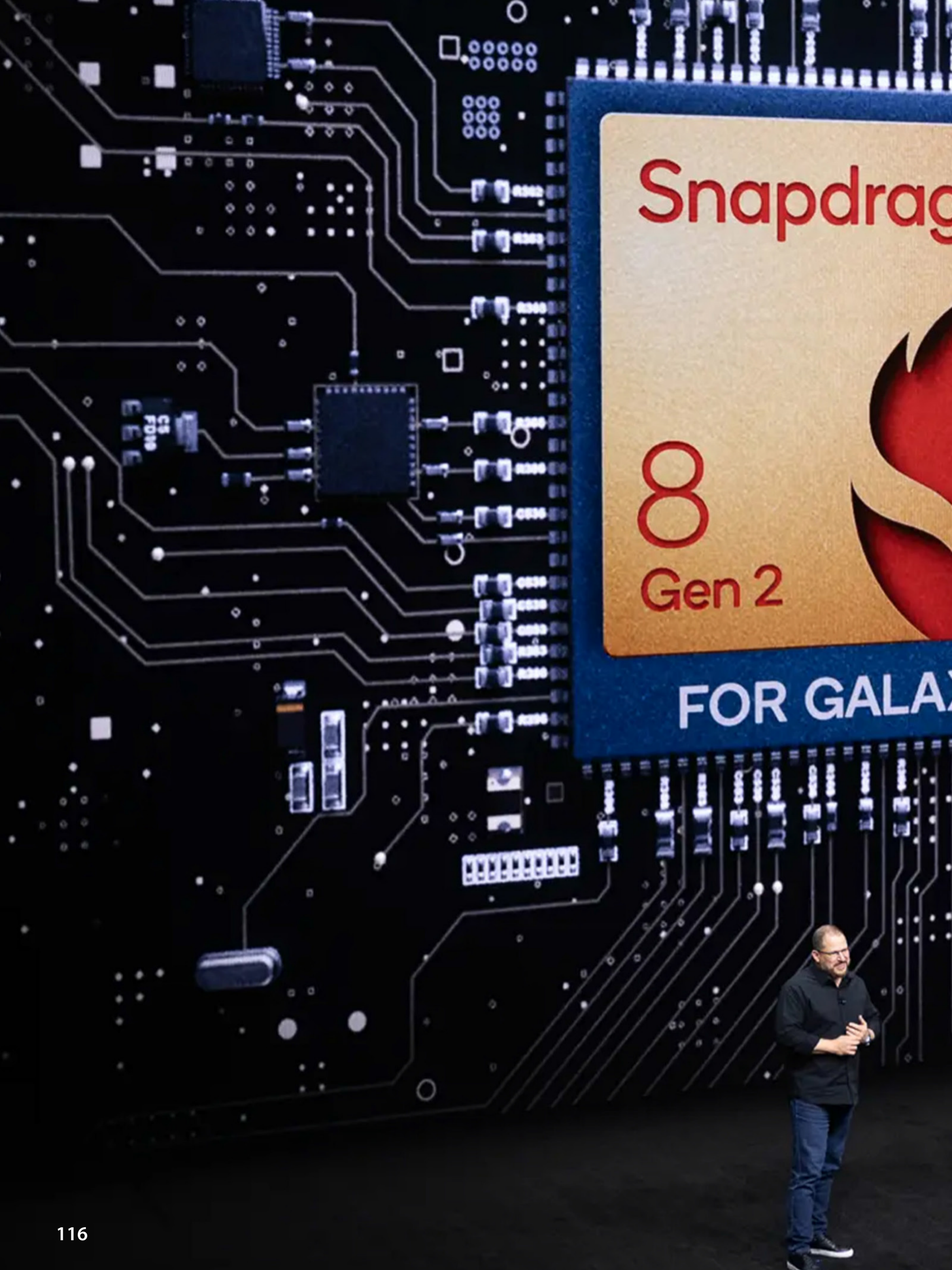
Satellite-based communications technology is making its way to our phones, and it's not just for emergency messaging. This new tech is expanding to standard messengers and making calls viable, ushering in an era of ground-to-orbit connectivity and unlocking endless possibilities.

QUALCOMM'S SATELLITE CHIP IS ON APPROACH

Qualcomm Technologies, Inc. has partnered with Iridium to introduce Snapdragon Satellite, the world's first satellite-based two-way messaging solution for premium smartphones. Snapdragon Satellite will offer global mobile messaging coverage, starting with devices based on the flagship Snapdragon 8 Gen 2 Mobile Platform. Powered by Snapdragon 5G Modem-RF Systems and Iridium's weather-resilient L-band spectrum for uplink and downlink, Snapdragon Satellite will provide OEMs and other service providers with truly global coverage for emergency and two-way messaging. The solution will be available on next-generation smartphones, with support for emergency messaging in select regions launching in the second half of 2023. Speaking of the news, the company's senior vice president and general manager, cellular modems and infrastructure, Durga Malladi, said: "Robust and reliable connectivity is at the heart of premium experiences. Snapdragon Satellite showcases our history of leadership in enabling global satellite communications and our ability to bring superior innovations to mobile devices at scale."

Snapdragon Satellite will enable OEMs and app developers to offer unique branded services that **take advantage of satellite connectivity across multiple device categories,** including laptops, tablets, vehicles, and IoT. The ecosystem is planned to support 5G Non-Terrestrial Networks (NTN) as satellite infrastructure and constellations become available. Snapdragon Satellite is set to




Snapdrag
8
Gen 2
FOR GALA

gon

XY

alcomm branded products are products of Qualcomm Technologies, Inc. and/or its subsidiaries.
dragon claim true as of February 1, 2023

Wednesday, Se

revolutionize satellite-based connectivity for smartphones and beyond, providing global coverage for emergency messaging and two-way messaging applications. It is expected to be a game-changer for industries such as outdoor recreation, offshore locations, and remote rural areas where reliable connectivity is crucial - but how will others compete, and how could Apple incorporate similar technologies into its iPhones and iPads?

APPLE'S CUSTOM 5G CHIP IS COMING

In a recent speech at the MWC 2023 conference, Qualcomm CEO Cristiano Amon made a statement that has been the subject of much discussion in the tech industry. Amon claimed that **Apple's highly anticipated 5G chip could be ready for release as early as next year.** For some time now, there have been rumors circulating that Apple has been working on a 5G chip to replace the ones it currently buys from Qualcomm. While Apple has not confirmed these rumors, they have been widely reported in the media. The move to an in-house 5G chip would allow Apple to reduce production costs and produce different modem chips for different devices. However, Amon's statement suggests that Apple may not need to wait much longer to launch its own 5G chip. Although he expects Apple to continue using Qualcomm's 5G modems until 2024, Amon's comments suggest Apple's 5G chip could be ready for at least one product in 2024, following years of research and development.

The transition to an in-house 5G chip would represent a significant shift for Apple, as it would no longer need to rely on a third-party

9:41
SPEEDCHECK
6
ms
1842.
Mbps

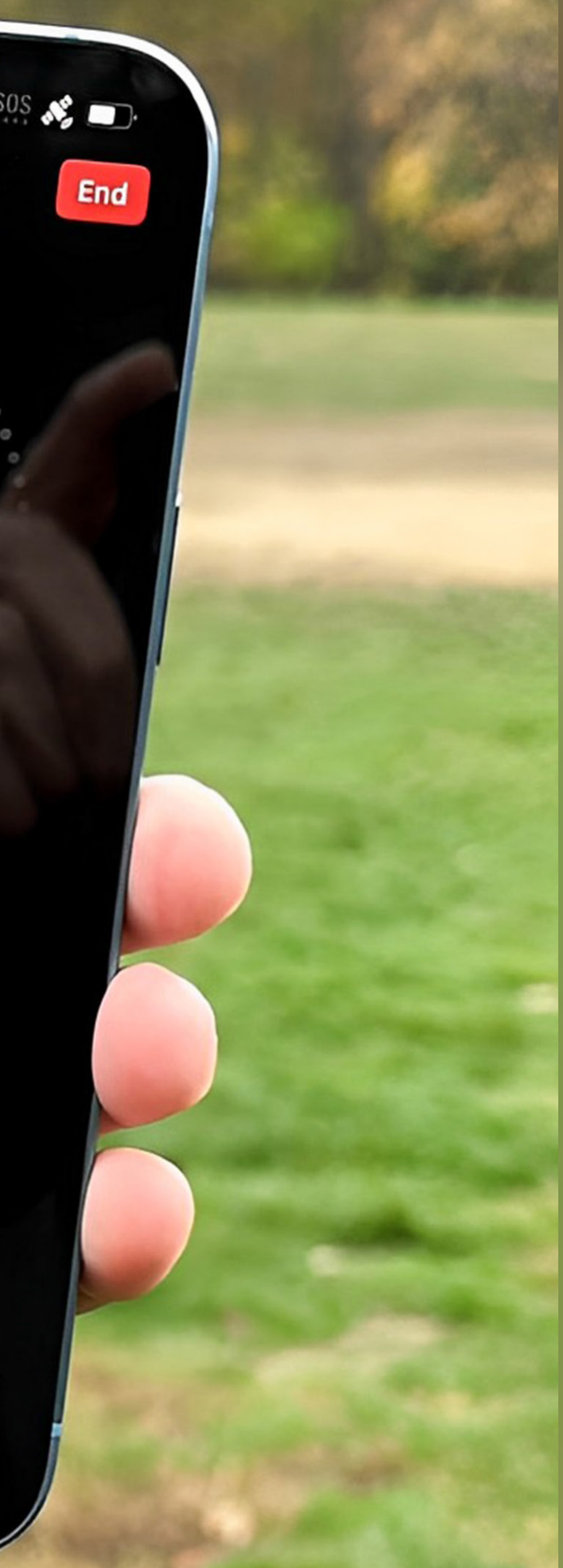
5G
56

company for the technology. However, it remains unclear how Apple's 5G chip would perform compared to Qualcomm's modems. In the meantime, all iPhone 15 models are expected to be equipped with Qualcomm's Snapdragon X70 modem, which has further cellular speed and power efficiency improvements compared to the Snapdragon X65 found in all iPhone 14 models. Qualcomm has also announced its latest Snapdragon X75 modem, which could still be used in some of Apple's future devices amid the gradual transition to its own 5G chip. It is worth noting that there are still technical challenges that Apple needs to overcome before introducing its own chip. Analyst Ming-Chi Kuo suggested the decision to equip iPhone 16 models with Apple's 5G chip will depend on **whether it can overcome technical challenges related to mmWave and satellite connectivity.** The truth is, making the leap to 5G will allow Apple to unlock significant opportunities and indeed build **upon the success of its recently-released satellite-powered Emergency SOS feature,** but whether Apple is working on its own satellite-enabled modems as its supplier Qualcomm Technologies remains to be seen.

THE FUTURE OF SMARTPHONES INVOLVES SATELLITES

The world of cellular satellite communications is rapidly evolving, and it's opening up new possibilities for communication and connectivity in remote areas where traditional cellular networks do not exist or are inaccessible. In 2022, Apple launched a new feature in its latest iPhone models that can

9:35
Emergency SOS via Satellite
• Be outside to get a connection.
• Messages will take longer to send.
• Answer questions to help get a faster response.
Your location and Medical ID may be shared.
Report Emergency



detect if you've been in an accident and allow you to send a message for help using a satellite connection, in areas where traditional cellular coverage is not available. This feature has drawn attention to the potential of satellite-based cellular services and has sparked interest in the industry. Apple's emergency SOS via satellite service, which is the first of these next-generation services, is currently limited in its capabilities. It requires an open area with a clear line of sight to the sky, and it will not work if you fall into a ravine, get stuck in a cave, or are in a bunker. The app can take anywhere from 15 seconds to several minutes to get a clean line of sight to the satellite for this to work, so if you have a broken leg or are otherwise disabled, you may still be out of luck.

However, the service is still a significant development that could be a lifesaver for those stranded or in trouble in remote areas. It can help users find a satellite and then, through menus, uses the phone's intelligence to minimize the message and get it to someone who can help. This emergency service is available to iPhone 14 users for two years free of charge. According to one report, **the technology has already saved people's lives.** After the initial two-year free trial, there will likely be alternatives available, and this initial offering will undoubtedly also improve. Several companies are also developing their own satellite-based cellular services that promise to provide superior connectivity and coverage. Starlink, the space internet venture of Elon Musk, plans to turn its Starlink satellites into a telephone solution that can offer better capabilities than Apple's satellite offering. Beta

STARLINK

testing of this service is rumored for late 2023, with full service expected within the following year in areas where there is a critical mass of the new satellites.

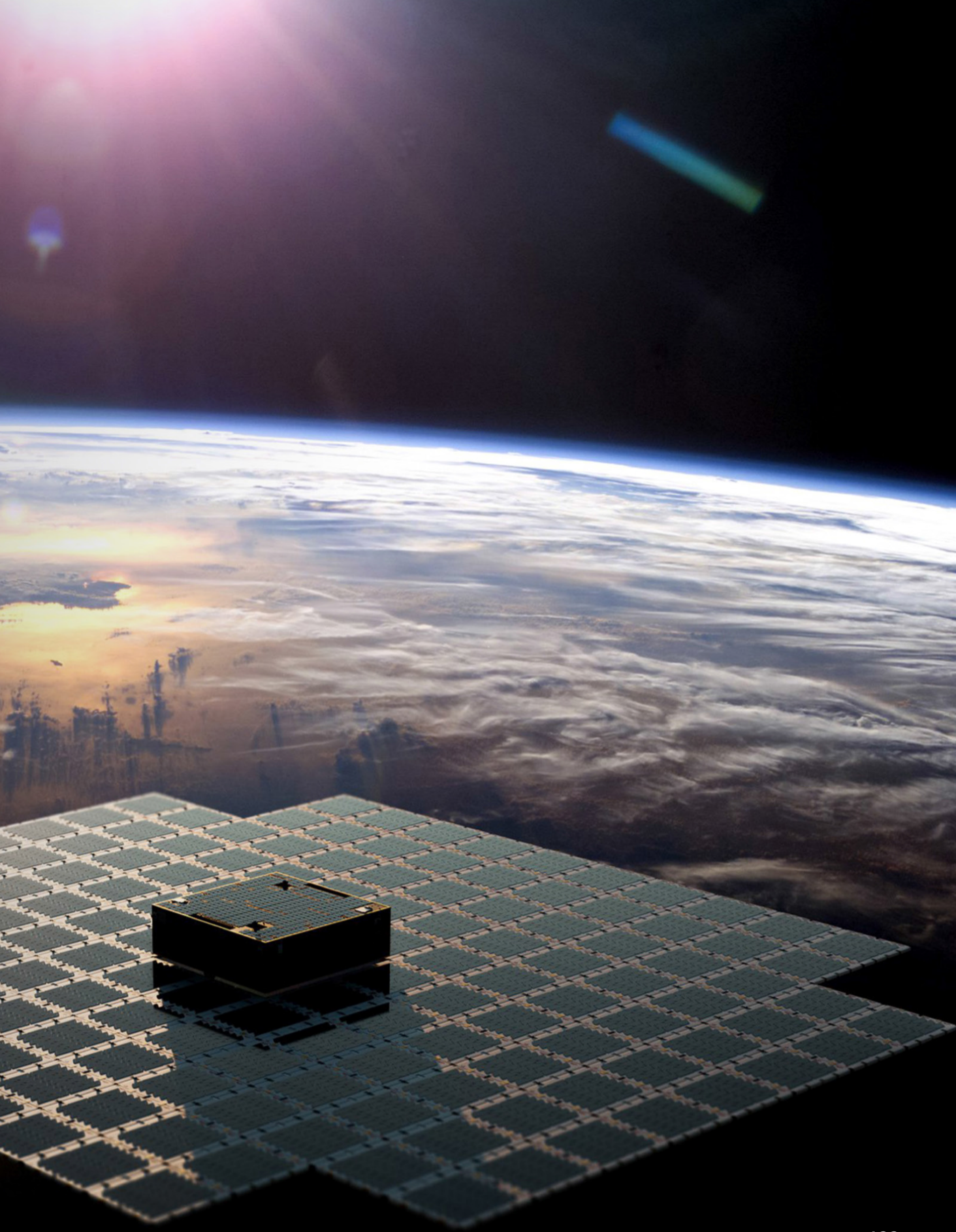
T-Mobile is also working on its own satellite-based smartphone solution in collaboration with Starlink. If it doesn't reach critical mass, T-Mobile and Starlink are in an interesting position to be the first to succeed with a satellite-based smartphone solution. Another company in the field is AST SpaceMobile, which is slated to launch its low-earth satellite in 2023. It has partnerships with companies like Vodafone and AT&T providing a strong path for initial worldwide coverage. The company has secured over 2,400 patents and should be able

to provide decent 4/5G coverage once they get to critical mass. The service would be treated much like international travel or on-plane service for areas with cellular alternatives, so your phone will work where it currently doesn't. Or as a primary phone service for those out of cellular coverage areas, like remote land or sea locations. AST SpaceMobile's service should also work on planes and be superior to what you currently get on an airplane. It will support voice and data, while planes currently just support data. This could be a significant development for those who need reliable communication and connectivity during air travel.

With Apple's announcement of Emergency SOS in 2022, we are now in the world of consumer

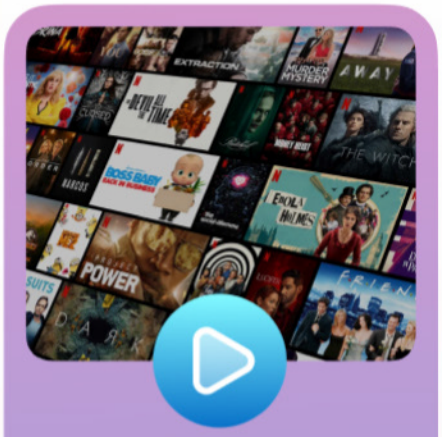
satellite cellular communications, and the potential for being able to call for help from anywhere in the world, regardless of where the cell tower is located, is becoming a reality. While the idea of satellite-based cellular services has been around for some time, recent developments suggest that this technology is becoming practical and accessible.

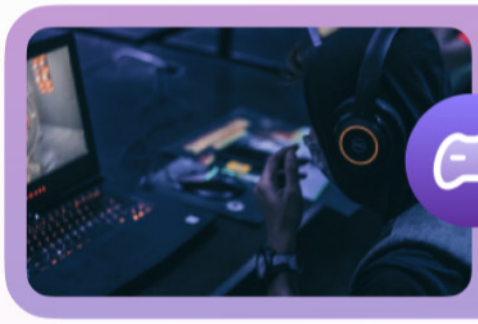
It's worth noting that while satellite-based cellular services represent an exciting development, they are not without their limitations. In addition to the earlier constraints, the cost of using such services will likely be higher than traditional cellular, at least initially. Furthermore, the limitations of satellite technology mean that it is unlikely to be a full replacement for conventional cellular services, particularly in areas with high population density. Nevertheless, the increasing availability and accessibility of satellite-based cellular services is a promising development that could have a significant impact on a range of industries and communities. Connecting to a global cellular network from virtually anywhere is a powerful tool that could help save lives, improve communication, and provide much-needed connectivity to those in remote locations. As these technologies continue to develop, it will be interesting to see how they are adopted and integrated into our daily lives.



We can't wait to see where satellite advances are headed next - and how Apple incorporates the technology to the best of its ability to create truly life-saving, world-changing products.

ClearVPN





The only VPN you'll ever need

Get ClearVPN

Lightinthebox.com

One World, One Market

Offering high quality products in best price for global customers

iPhone 15 Pro

LEVELING UP THE LINE WITH A NEW CAMERA SET, TITANIUM FRAME & MORE

Introducing iPhone 15 Pro | Apple

At this year's Wonderlust event, Apple lifted the lid on the iPhone 15 Pro and iPhone 15 Pro Max, offering an array of incredible new enhancements and features like the ultra-powerful A17 Pro chip and an all-new titanium frame for advanced durability and performance.

9:41
Share Your Contact
Message
slide to ans

INTRODUCING IPHONE 15 PRO

In another impressive virtual conference, Apple lifted the lid on several new products at this year's September keynote, but perhaps most notably, the iPhone 15 Pro and iPhone 15 Pro Max. Speaking of the new flagship models, Greg Joswiak, Apple's senior vice president of Worldwide Marketing, said: "This is the most pro lineup we have ever created, with a state-of-the-art titanium design, the best iPhone camera system yet that enables game-changing new workflows, and the A17 Pro chip, which ushers in a new chapter of performance and games never before seen on iPhone. iPhone 15 Pro and iPhone 15 Pro Max represent the best of Apple design and industry-first innovations to help enrich the everyday experiences of our users while enabling them to unleash their creativity."

Apple's commitment to design innovation is evident in using aerospace-grade titanium, a first for the iPhone. This premium alloy, commonly used in spacecraft, **offers one of the highest strength-to-weight ratios of any metal.** The result is a device that is both incredibly strong and remarkably lightweight and mimics the success of the Apple Watch Ultra. Both models are available in Black Titanium, White Titanium, Blue Titanium, and Natural Titanium, but for the first time since the launch of the Pro, **no Gold variant.**

The new design also features contoured edges and a customizable Action button, allowing users to personalize their iPhone experience further. This button replaces the single-function switch used to toggle between ring and silent modes, offering additional options for quick access to various features like the camera, flashlight, and

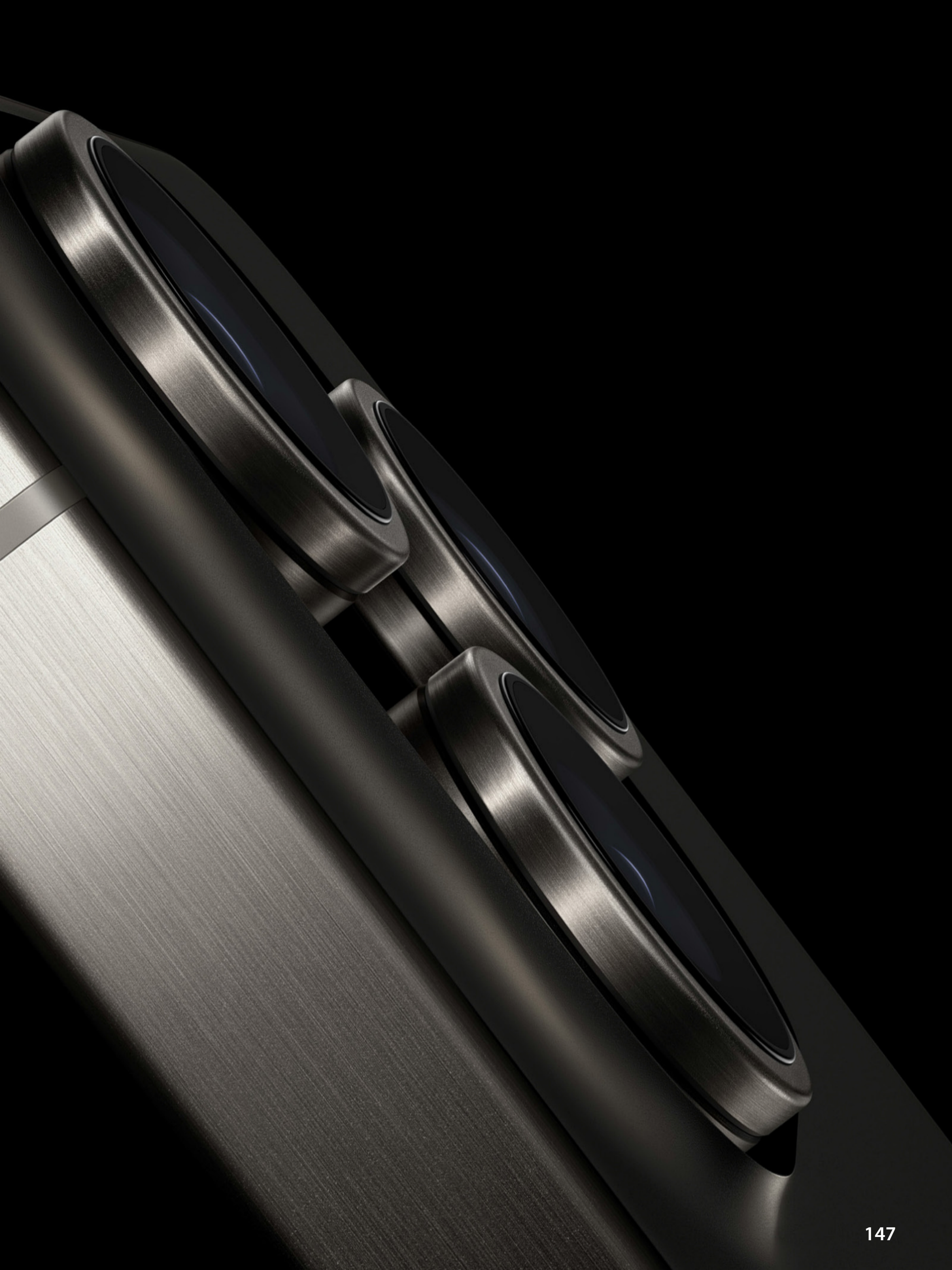
Tuesday, September 12
9:41

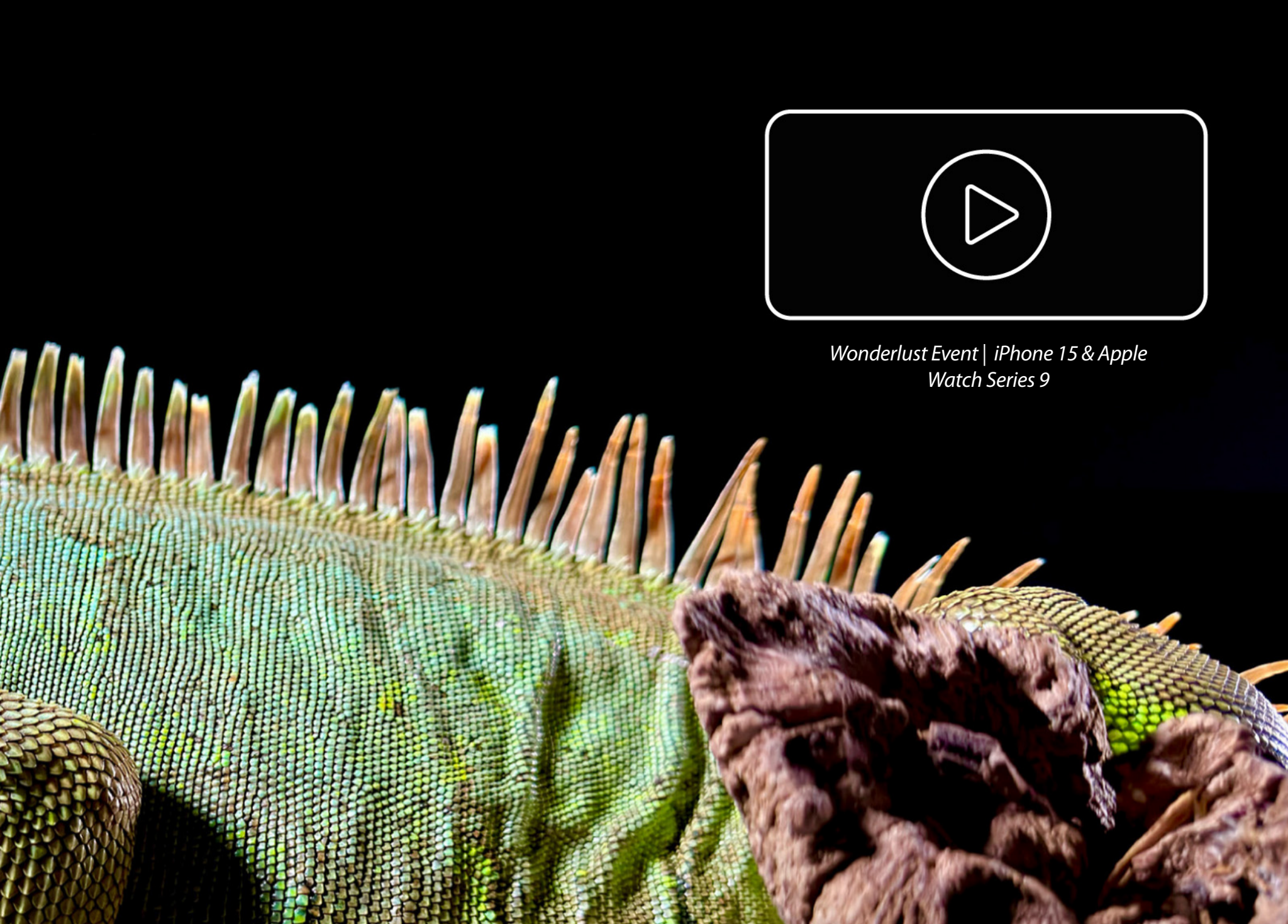
Voice Memos. In the demo, users were even seen programming the Action Button to Snapchat, demonstrating the possibilities and giving consumers more choices over how they use their devices and favored apps.

INCREDIBLE NEW CAMERA TECHNOLOGY

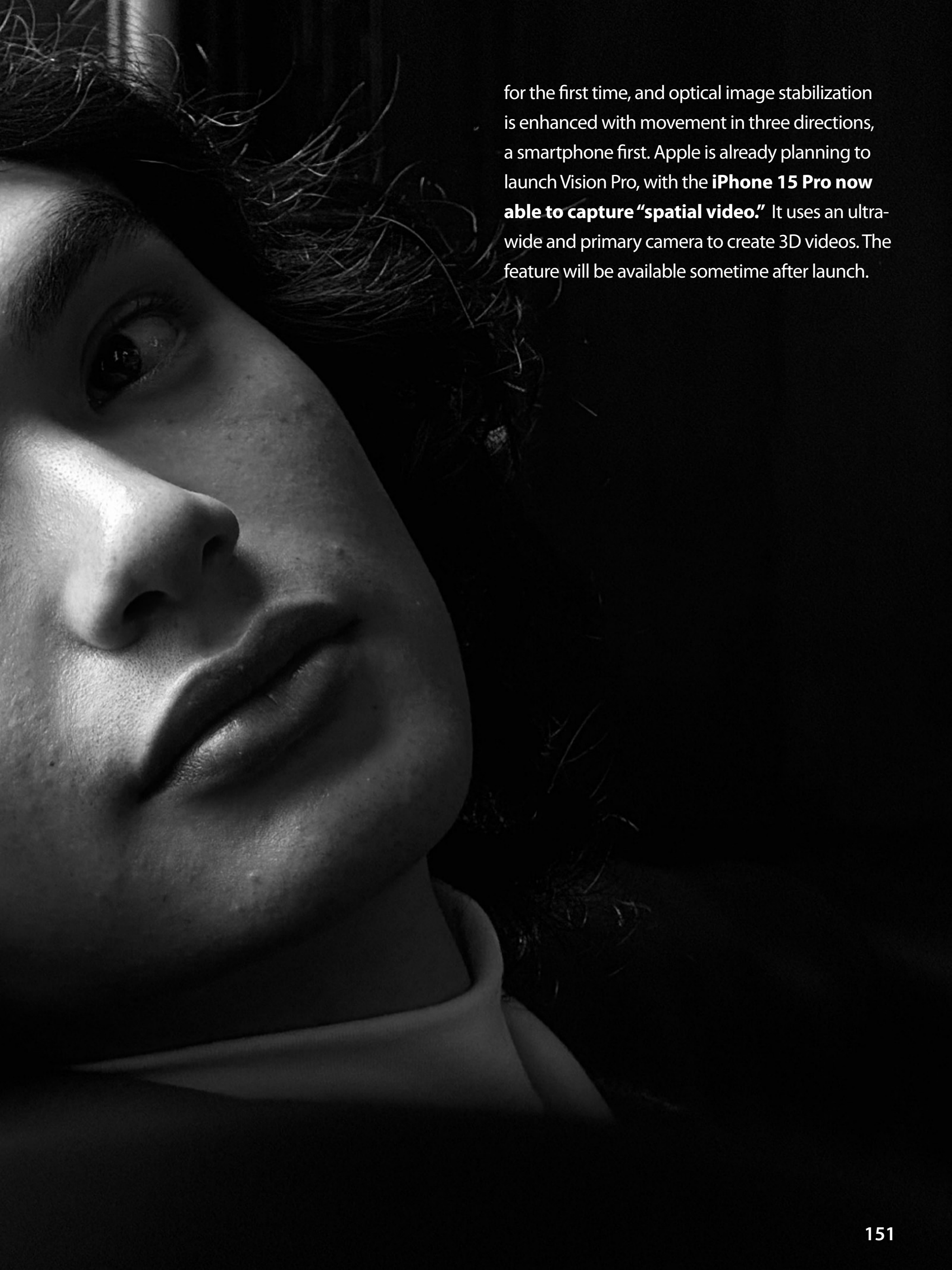
Apple has ramped up a gear regarding the iPhone 15 Pro and Pro Max camera system. It packs seven pro lenses, all enabled by the new A17 Pro chip. The 48MP Main camera now supports a super-high-resolution 24MP default, offering incredible image quality. The iPhone 15 Pro Max takes it further with a 5x Telephoto camera, allowing for greater zoom capabilities and **making it ideal for capturing wildlife or action from a distance.** The power of computational photography is fully harnessed in these devices, offering features like **Focus and Depth Control, improvements to Night mode, and Smart HDR.** Apple has emphasized the fact users can take portraits without having to switch to Portrait mode, adding that "when there's a person, dog, or cat in the frame or when a user taps to focus, iPhone automatically captures depth information so that users can turn photos into stunning portraits later in the Photos app on iPhone, iPad, or Mac." With the **iPhone 15 and iPhone 15 receiving significant camera overhauls this year,** it's clear that the iPhone 15 Pro and Pro Max have been re-engineered from both a software and hardware standpoint to deliver performance.

Other new features on the camera system for the iPhone Pro include a new nano coating to reduce lens flare and an improved low-light performance feature. 48MP HEIF is now supported



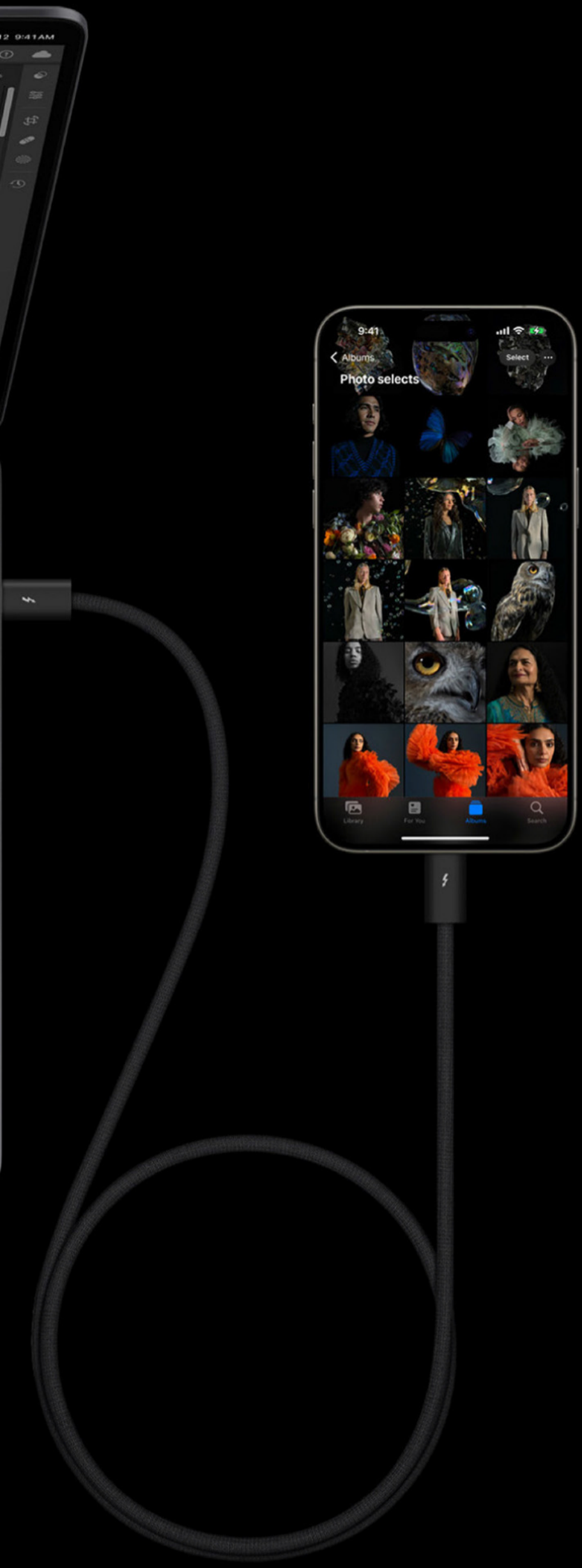


Wonderlust Event | iPhone 15 & Apple Watch Series 9



for the first time, and optical image stabilization is enhanced with movement in three directions, a smartphone first. Apple is already planning to launch Vision Pro, with the **iPhone 15 Pro now able to capture "spatial video."** It uses an ultra-wide and primary camera to create 3D videos. The feature will be available sometime after launch.

Adobe Lightroom
File
Edit
Photo
View
Window
Help
Search Recent Import
Just now
Copy Edit Settings
esc
F1
F2
F3
F4
F5
F6
F7
F8
F9
F10
F11
F12
delete
tab
Q
W
E
R
T
Y
U
I
O
P
caps lock
A
S
D
F
G
H
J
K
L
return
shift
Z
X
C
V
B
N
M
shift
fn
control
option
command
command
option



PERFORMANCE OVERHAULS

The A17 Pro chip is the industry's first 3-nanometer chip, bringing improvements across the board. It offers up to 10% faster CPU performance and a 2x faster Neural Engine. The pro-class GPU is also 20% faster, unlocking entirely new experiences and making the iPhone 15 Pro lineup a powerhouse for gaming. With hardware-accelerated ray tracing, the iPhone 15 Pro offers smoother graphics and more immersive AR applications and gaming experiences. Titles like "Resident Evil Village,""Death Stranding," and "Assassin's Creed Mirage" can now be played on the iPhone like never before. The **latter will be available on iPhone in 2024,** signaling a new smartphone gaming era, delivering cutting-edge, super-charged experiences.

Apple has switched to USB-C, **ditching the**

Lightning port to appease EU regulators. The new charging port has been supercharged with USB 3 speeds, making data transfer up to 20x faster than USB 2. This feature and new video formats enable powerful pro workflows that were not possible before. In an industry-first, the iPhone 15 Pro lineup also introduces Roadside Assistance via satellite, allowing users to connect to help even when they are off the grid. Apple's roadside assistance via satellite will cover everything from locking your keys in your car to your vehicle being incapacitated. It will connect you with AAA via satellite text when you don't have service. iPhone 15 users **will have access to Roadside Assistance and Emergency SOS satellite for free for two years.**

The iPhone 15 Pro and Pro Max come in four new finishes: black titanium, white titanium, blue titanium, and natural titanium. Pre-orders begin on Friday, September 15, with availability starting on Friday, September 22.

With a state-of-the-art design, powerful performance capabilities, and groundbreaking new features, these devices are set to redefine what a smartphone can do. Whether you're a professional photographer, a gaming enthusiast, or simply want the best that technology offers, the iPhone 15 Pro lineup is designed to enrich your everyday experiences while enabling you to unleash your creativity like never before.

Digiarty MacXDVD

56% OFF

MACX DVD RIPPER PRO

Convert any DVD Movies to Videos in 5 Minutes

Learn More >>

- Convert all old and new DVD movies to MP4, MOV.
- Convert DVD to all iPhone, iPad, Apple TV, Android, etc.
- Bypass DVD copy protections of all types of DVDs.
- Edit, cut, crop, merge video, add subtitle to video.
- No.1 fast speed, no quality loss thanks to GPU acceleration.

Buy Full Version
~~$67.95~~ **for only $29.95**

30 DAY 30 Day Money Back | Free Lifetime Upgrade | 7X24 Tech Support

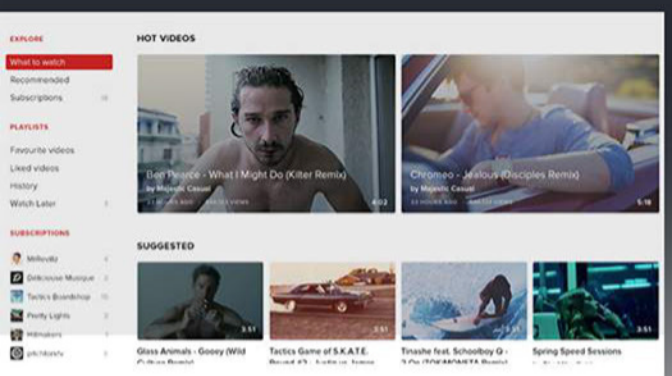
Digiarty MacXDVD

50% OFF

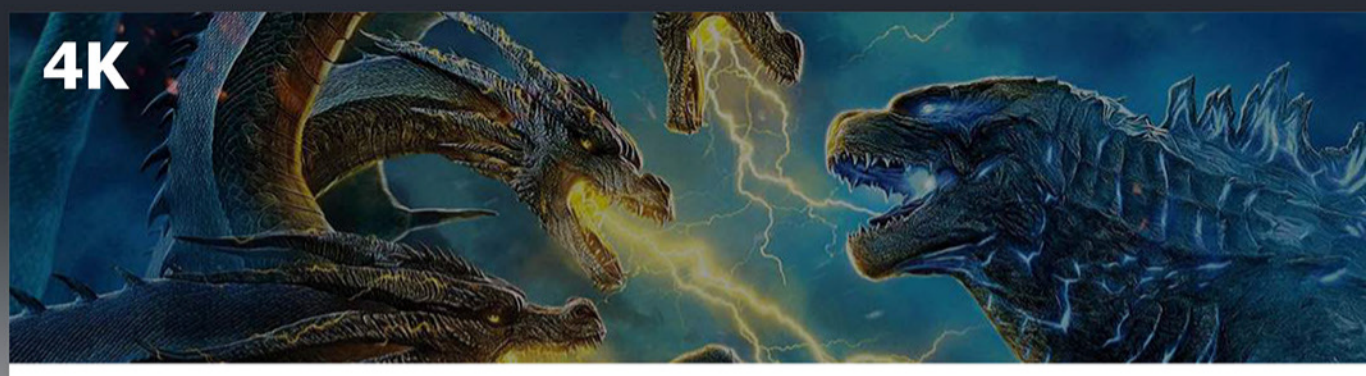
MACX VIDEO CONVERTER PRO

The Fastest Tool to Convert, Resize, Cut, Download 4K, HD Videos.

Learn More >>

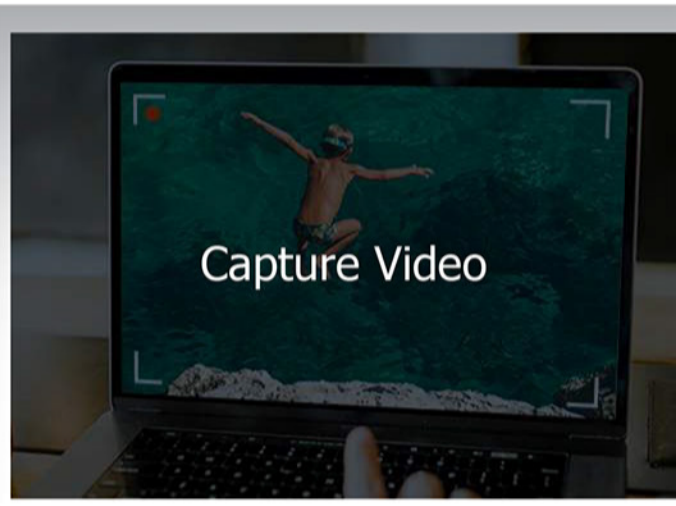


Download



4K Support

Compress



- Convert 4K/HD videos to MP4, MOV for Apple, Android
- Download videos from YouTube and 1000+ sites
- Compress video file size without quality loss
- Edit video clips with a few clicks
- GPU acceleration tech, no. 1 fast speed.

Buy Full Version
~~$59.95~~ **for only $29.95**

30 DAY 30 Day Money Back | Free Lifetime Upgrade | 7X24 Tech Support

THE IN-STORE EXPERIENCE REIGNS SUPREME

Image: Bangyu Wang

When it comes to technology and innovation, nobody does it better than Apple. The Apple Store is another example of this: perfectly marrying together the virtual and physical to offer consumers an unparalleled shopping experience and ultimately sell more merchandise.

LET'S GO SHOPPING

Apple has been revolutionizing the way we interact with devices for years, and as a testament to their commitment to customer satisfaction, Apple Stores have become more than just retail outlets; they are hubs of immersive experiences. Through the art of experimentation and the expertise of Apple professionals, the in-store experience has reached new heights, delighting new customers and those seeking upgrades.

Walking into an Apple Store is akin to stepping into a technological wonderland. One of the key elements that set Apple Stores apart from traditional retailers is the emphasis on hands-on engagement. The ability to interact with the latest devices and explore their functionalities tactilely elevates the shopping experience to a new level. We only need to take a look at some of the company's recent Apple Store fit-outs, from the breathtaking Apple Park Visitor Centre, Cupertino, with a cantilevered carbon fiber roof that appears to float and is only supported by stone-clad cores and no other extraneous columns for support, to the Apple Piazza Liberty, Milan, with a glass fountain that serves as both the entrance to the store as well as a backdrop to the large outdoor amphitheater. We, of course, cannot go on without mentioning the Apple Marina Bay Sands, Singapore, which opened in 2020 and offers uninterrupted 360-degree panoramic views of the city and its spectacular skyline while they buy the latest Apple tech.

According to Apple, the sphere is a first-of-its-kind, all-glass dome structure that is fully

Image: James Genchi

AirPods Pro

Image: Daryan Shamkhali

self-supported, comprised of 114 pieces of glass with only 10 narrow vertical mullions for structural connection. Once inside these stunning buildings, customers are encouraged to experiment freely with a range of Apple products, from iPhones and iPads to MacBooks and Apple Watches. This hands-on approach allows potential buyers to understand the devices' features and capabilities fully. As a result, customers can make informed decisions based on their preferences and needs, leading to a higher level of satisfaction with their purchases - and it helps Apple sell more.

Experimentation goes beyond just using the devices. Apple Stores often feature interactive displays and workshops that allow customers to explore the broader ecosystem of Apple products and services. From trying out creative software to experiencing seamless integration between Apple devices, the store becomes an educational playground where customers can unlock the full potential of their Apple devices. And this will become even more prevalent next year when Apple releases its long-awaited AR/VR headset, Apple Vision. The new product, priced at more than $3,000, will only be available in retail stores so that the device can be properly fitted and explained to new customers, a truly remarkable feat.

Apple Stores are designed with meticulous attention to detail, fostering an atmosphere that engages and captivates visitors. The store layout is clean and minimalist, allowing products to take center stage. From the sleek wooden tables showcasing devices to the strategically placed accessories, the presentation is curated to evoke an emotional

Move
310/530CAL
Exercise
22/30MIN

connection with the brand. In-store events and sessions further contribute to the immersive environment. From product launches and workshops to creative sessions and developer meetups, Apple Stores are continually buzzing with activity. These events provide customers with opportunities to learn from industry experts, share experiences, and be part of a vibrant community.

ELEVATING THE SHOPPING EXPERIENCE

Apple's commitment to offering expert advice and support is another integral aspect of the in-store experience. The company ensures that its store professionals, or "Geniuses," possess in-depth knowledge of Apple products and can effectively address customer inquiries. This expertise extends to troubleshooting issues and providing personalized recommendations for upgrades or new purchases. The presence of well-trained and knowledgeable staff fosters a sense of trust and reliability among customers. For those seeking upgrades, the ability to have their questions answered by professionals instills confidence in their choices. This personalized assistance creates a smoother upgrade process and often leads to higher customer satisfaction.

Beyond the technical expertise, Apple Store professionals are skilled at offering tailored solutions. They take the time to understand each customer's unique needs and requirements, guiding them to the products and services that best fit their lifestyle. This level of customer-centricity not only enhances the overall shopping experience but also builds a sense of brand loyalty. It's why Apple remains number one.

Mac
Lewis

Image: RH Lee

HOME DELIVERY FROM APPLE STORE

In an effort to enhance customer convenience and optimize its retail space, Apple is preparing to launch its groundbreaking EasyPay Online Ordering program in August. This program will enable Apple store employees to offer customers the option of home delivery when purchasing products, marking a significant shift in their sales strategy.

Until now, Apple store employees could only suggest that customers make their purchases online or assist them in filling out their orders on the website. With the official integration of home delivery shipments into the EasyPay terminals, customers will now have the ease of receiving their purchases directly at their doorstep. The move to home delivery sales has numerous advantages for both customers and Apple stores. For customers, it means no more lugging bulky products like iMacs from the store to their homes. Instead, they can opt for hassle-free delivery, making the shopping experience more enjoyable.

Additionally, this transition could lead to a reduction in the amount of backroom space required for holding stock at Apple stores. By moving more customer sales to home delivery, Apple stores can allocate their physical space more efficiently, potentially offering new opportunities for additional services or experiences within the stores.

One of the most exciting possibilities this new strategy opens up is in the context of the highly anticipated Vision Pro. This cutting-edge product offers thousands of combinations of accessories, each customized to fit each user's

head size perfectly. With such a vast array of options, it becomes impractical for Apple stores to stock all variations of the Vision Pro in-store. However, by supporting shipping delivery as an option, Apple stores can still complete Vision Pro sales, even if they don't have all parts in stock simultaneously.

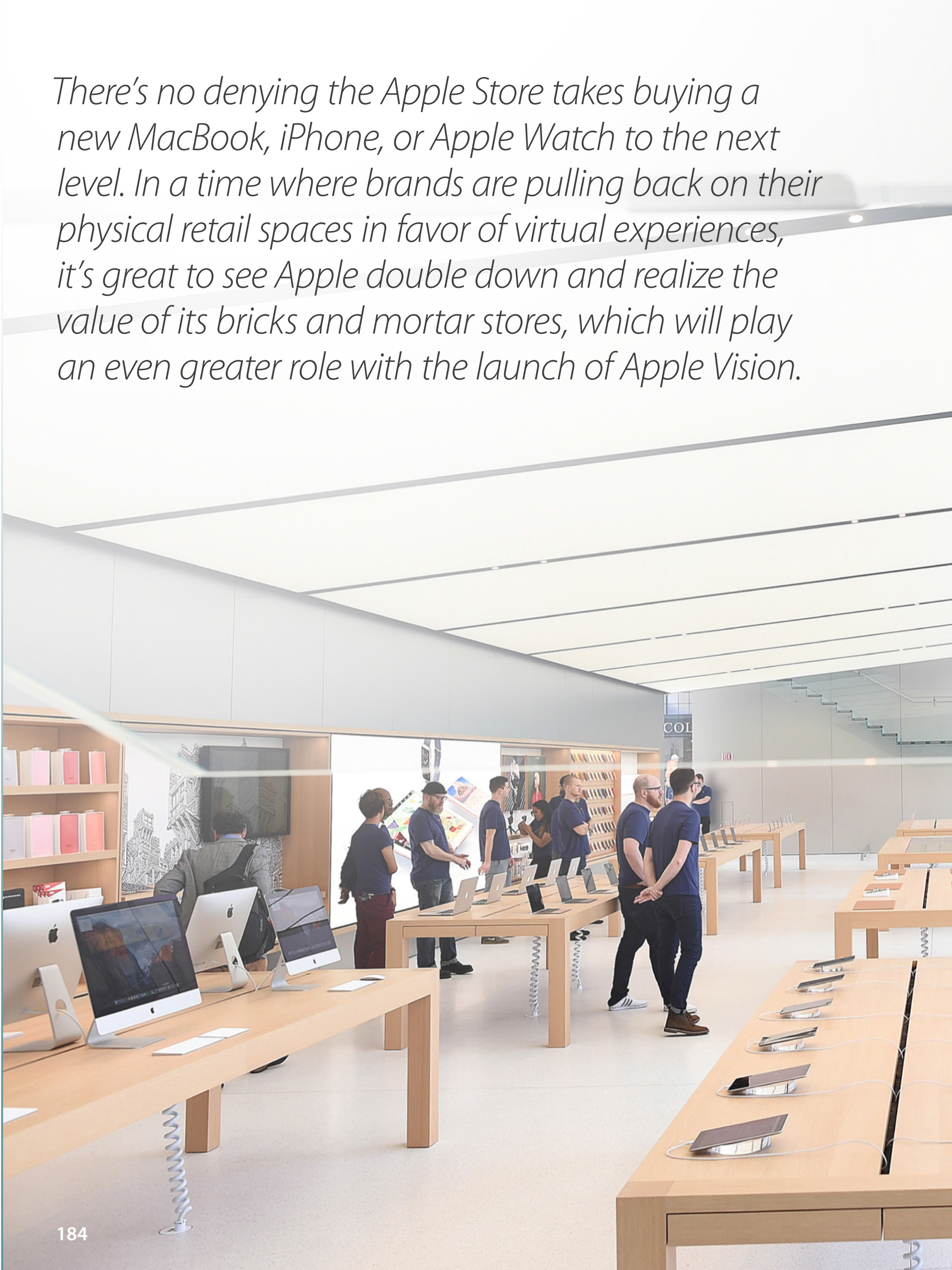
This new program aligns with Apple's continuous efforts to provide customers seamless and personalized shopping experiences. By empowering store employees

Image: Philippe Yuan

to offer home delivery, Apple gives customers greater flexibility and convenience in their purchase journey.

The move also highlights Apple's commitment to incorporating AI-driven solutions into its retail operations. By integrating home delivery into the EasyPay terminals, the company showcases the growing importance of artificial intelligence and data analytics in streamlining processes and improving customer satisfaction.

There's no denying the Apple Store takes buying a new MacBook, iPhone, or Apple Watch to the next level. In a time where brands are pulling back on their physical retail spaces in favor of virtual experiences, it's great to see Apple double down and realize the value of its bricks and mortar stores, which will play an even greater role with the launch of Apple Vision.



Needlepoint
JOHNSTON & MURPHY

Run Your Private Cloud Office

All-in-one suite for your business

Make use of ONLYOFFICE online editors integrated with collaboration platform:
mail, CRM, projects, calendar and much more.

180-Day Free Trial

GET ONLYOFFICE NOW

ONLYOFFICE by Ascensio System SIA offers a powerful office suite that comprises online editors for text documents, spreadsheets and presentations highly compatible with Microsoft Office and OpenDocument file formats. ONLYOFFICE provides users with multiple editing tools and collaborative features ensuring greater team workflow, and seamless work with complex formatting and objects within your web solution.

100% compatible with MS Office formats

www.onlyoffice.com

ONLYOFFICE

iPhone ›

iPad ›

Mac ›

Apple Watch ›

AirPods ›

Beats ›

Apple TV ›

Accessories ›

HomePod ›

my BEST BUY

Exclusive savings on select Apple products with member pricing.

Plus, get My Best Buy® rewards on all Apple products only with the My Best Buy® Credit Card.

Terms and conditions apply.

Best Buy app
Learn more ›

New Model 3

2024 TESLA DRIVING FORWARD WITH FINE STYLE & INNOVATIVE CHANGES

Since its debut, the Tesla Model 3 has been a revelation in the EV market, setting new standards for what consumers can expect from an electric saloon. Tesla is now set to launch a revamped version of this groundbreaking vehicle, which promises many improvements, including a longer range, updated styling, a redesigned interior, and an accessible price tag.

STUNNING DESIGN

While the basic silhouette of the Tesla Model 3 remains largely the same, the **new 2024 facelift brings several aesthetic improvements that are hard to ignore.** The most noticeable change is in the headlights. The new, slimmer design resembles those on the Tesla Roadster, adding a touch of sportiness to this family saloon. The front bumper has also been streamlined. Gone are the separate fog lights and multiple vents, replaced by a sleeker, more aerodynamic design that gives the car a more aggressive appearance. The side profile of the car remains essentially unchanged, preserving the Model 3's iconic look. However, **Tesla has introduced new alloy wheels** to give customers more options. The standard 18-inch wheels come with a new design, and for those looking for something a bit more flashy, 19-inch alloys are available as an option.

Tesla has also **expanded the color palette for the Model 3.** Two new paint schemes—a dark red and a stealthy grey—have been added. These colors offer more choices and align with current automotive color trends, adding a contemporary touch. At the rear, the car features one-piece lights, replacing the split design of the previous model. The rear bumper has also been redesigned, featuring fewer vents and a cleaner look. In a departure from the previous design, the Tesla badge has been replaced by the brand name spelled out, **aligning with the design language seen in Tesla's newer models like the Model Y.**

MINIMALISM MEETS MODERNITY

The interior of the new Model 3 retains its minimalist ethos but adds several new features to enhance user experience. The dashboard has been redesigned, but it continues to be dominated by the large central touchscreen that controls most of the car's functions. A new LED strip runs the width of the car beneath the windscreen, adding a touch of ambient lighting that enhances the cabin's atmosphere. A trim panel has also been introduced, which can be personalized with different colors, allowing owners to add their spin to their cars. The **15.0-inch touchscreen remains the same size but comes with significant improvements.** It's brighter, more responsive, and offers better resolution, making for a more engaging user experience. The software also sees some updates, although Tesla still needs to release detailed information about new functionalities. Tesla doesn't offer **Apple**

95% Charged
95% Charged

CarPlay or Android Auto and instead relies on its in-house interface, but there are some hacks that can be implemented if you want to **get your hands on CarPlay functionality in your next Tesla Model 3 car.** In a move that aligns with the new Tesla Model S, the Model 3 has eliminated the traditional steering column stalks. The controls for indicators, wipers, and other functions have been integrated into a redesigned steering wheel, which now features haptic buttons. The center console has also been updated, offering more storage space and ergonomic design.

MORE MILES, THE SAME ENERGY

Despite retaining the same battery packs—57.5kWh for the standard model and 75kWh for the Long Range—the **new Model 3 boasts a significant improvement in efficiency and range. T**his is partly due to aerodynamic tweaks that have reduced drag, and partly due to new, specially designed tires. The rear-wheel-drive model now offers a range of 346 miles, up from the previous 305, while the Long Range version promises an impressive 423 miles, a 49-mile improvement over the previous model. The motors in the new Model 3 remain unchanged, offering 279hp for the single-motor version and 351hp for the dual-motor Long Range model. However, the 0-60mph times have slightly increased, likely due to the added weight from new technology and sound insulation. While these minor changes are worth noting for those who prioritize performance metrics.

The Model 3 has always been known for its comfortable and stable ride, but Tesla has gone

further with the new model. The **suspension system has been fine-tuned** to improve comfort, featuring new springs and dampers. Tesla has also updated how the subframe attaches to the car, enhancing stability and ride quality. Tesla has also focused on improving the interior comfort of the new Model 3. The materials used in the interior have been upgraded to reduce noise, and additional sound insulation has been added. Acoustic glass has been used for all windows, **further reducing noise levels inside the cabin.**

The Tesla Model 3 facelift is not a radical departure from its predecessor but doesn't need to be. The updates are thoughtful and meaningful, addressing key areas that customers and critics felt needed improvement. Tesla has once again listened to its community, delivering a product that keeps pace with evolving expectations and strengthens its position in the competitive electric vehicle market. Whether you're a Tesla fan or a potential first-time buyer, the new Model 3 offers plenty of reasons to be excited.

DUAL MOTOR

DUAL MOTOR

With these updates, Tesla continues to push the envelope, setting new standards for what is possible in an electric vehicle. The Model 3 is more than a facelift; it's a statement that Tesla is committed to innovation, listening to customers, and leading the EV revolution.

Made in the USA
jewelry you'll live in and love!
15% off your next purchase
with code: FIFTEEN
brook & york
brookandyork.com

fromyouflowers.com

20% OFF SITEWIDE »

All gifts eligible for no contact delivery.

TESLA

Master Plan

Elon Musk driving the planet toward renewable energy

During an investor event at Tesla's Gigafactory in Austin, Texas, Elon Musk revealed the next part of the company's ambitious Master Plan: leading the global effort to eliminate fossil fuels and converting the world to sustainable energy, with potentially endless benefits.

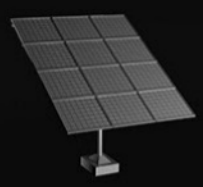
2023 Investor Day

The Plan To Elim

Reduction In
Fossil Fuel Use

35%

21%



Renewably Power
The Existing Grid

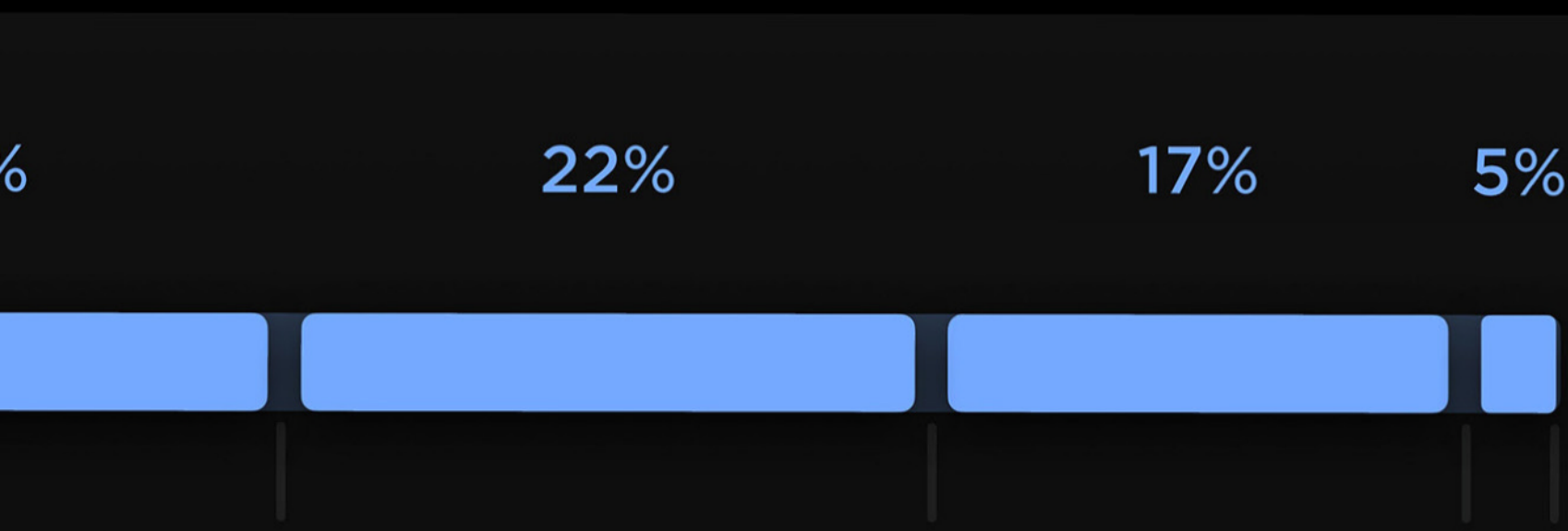
46 PWh/yr

Displaced
Fossil Fuels

Switch
Electric Ve

28 PWh

inate Fossil Fuels



h to
ehicles
h/yr

Switch to
Heat Pumps

29 PWh/yr

High Temp Heat
Delivery & Hydrogen

22 PWh/yr

Sustainably Fuel
Planes & Boats

7 PWh/yr

MUSK'S MASTER PLAN

The latest Tesla Investor Event made one thing simple: the company wants to change how we charge our cars forever. During the keynote, Elon Musk said he wanted to help "eliminate fossil fuels and convert the world to sustainable energy." The event was an opportunity for Musk to outline his vision for a "sustainable energy civilization" and to provide insights into how Tesla will achieve its goals.

Musk's plan includes several key elements, including expanding the world's energy storage capacity by up to 240TWh, adding renewable power to the existing grid, producing more electric vehicles, installing heat pumps in homes and buildings, utilizing high-temperature heat delivery and hydrogen for industrial applications, and building planes and boats that run on sustainable fuel. In essence, Musk is looking to create a world that is powered by renewable energy and where fossil fuels are no longer needed. To achieve this ambitious vision, Musk estimates that it will require a total of $10 trillion in investments. While this may sound like a staggering amount of money, Musk claims it is "not a big number relative to the global economy." He also asserts that achieving this sustainable future will not require destroying natural habitats or austere measures and that it can be done without any significant negative impact on our way of life. Whether others will want to get involved remains to be seen, but it's true that Musk still has a stellar reputation in the business world.

A Sustainable Energy Economy Is Wit

HOW THE MASTE

240TWh	30TW	$10T	1/2
Storage	Renewable Power	Manufacturing Investment	The Ene Requir

hin Reach & We Should Accelerate It

R PLAN WORKS

2	<0.2%	10%	ZERO
ergy ed	Land Area Required	2022 World GDP	Insurmountable Resource Challenges

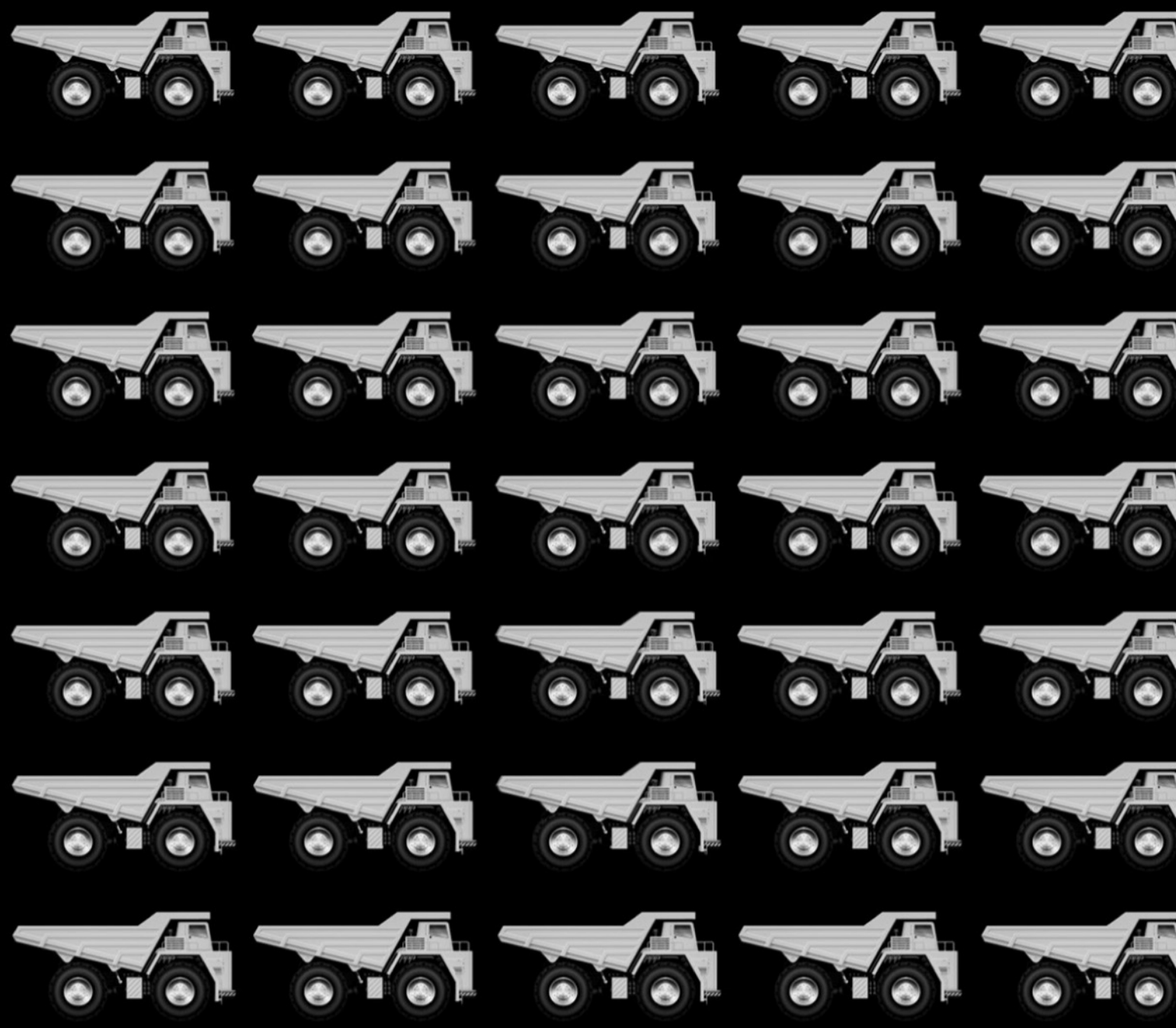
During the event, Tesla executives also discussed how they could expand energy storage without needing to mine a significant amount of ore. Musk suggested that less than 30% of all nickel on Earth would be needed and that iron, the most abundant metal on the planet, could also be used. He also noted that the infrastructure required for renewable energy would take less than 0.2% of the Earth's surface. While the details of Musk's plan are still light, he promised to release a paper outlining the details soon. He also stated that he wanted the event to be inclusive, not just for Tesla investors, but for "investors in Earth". Musk's ultimate goal is to create a sustainable energy civilization that benefits everyone.

THE FUTURE IS COMING

The event did not reveal specific details about new vehicles, but Tesla did demonstrate a new manufacturing process called the "Unboxed Process," which allows for more efficient vehicle assembly. The company claims that this will be used for its next generation of vehicles. Additionally, the next-gen drive unit won't use any rare earth minerals. And that's not to say that Tesla isn't working on new cars: we already know the company's plans for the coming years. In 2021, Tesla made waves in the automotive industry with the launch of its Model S Plaid, which boasted record-breaking acceleration speeds. But the company's long-term plans involve making electric cars more affordable for the average consumer. During its 2020 Annual Shareholder Meeting and Battery Day, Tesla confirmed that it aims to release an electric car priced at $25,000 by the decade's end. Although

A Sustainable Energy Economy

EACH TRUCK

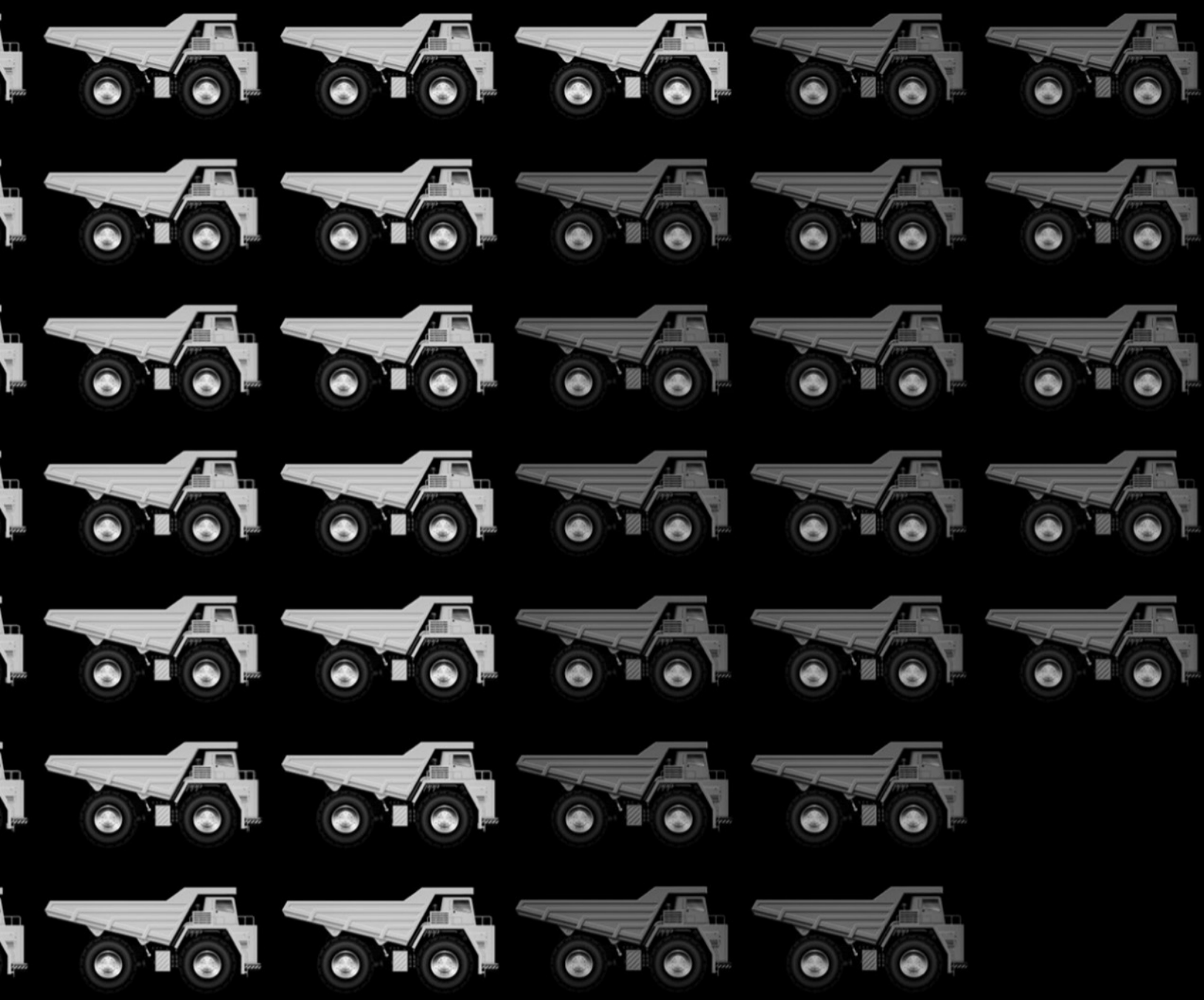


Everything Else

Fossil Fuel Extraction

Involves *Less* Mineral Extraction

IS 1 GIGATON



Gigafactory Mexi

MANUFACTURING NEXT GEN V

Tesla has not officially named the upcoming model, it has been referred to as the Model 2 or Model Q by the media. Some rumors suggest that Tesla has already completed a vehicle prototype in China. In January 2023, a spy photo of a camouflaged Tesla surfaced online, hinting that the affordable model may have a crossover-SUV design.

Tesla's Chinese R&D center is expected to play a significant role in developing the $25,000 electric car. The company's president, Tom Zhu, has stated that the ultimate goal of the center is to design, engineer, develop, and test models that will be sold globally. The center may also enable Tesla to use 100% local components in the vehicles built in China. Features of the upcoming Tesla model are likely to include autonomous driving capabilities and a best-in-class infotainment system. The vehicle will be built on a new platform that will cost about half as much to make as the platforms underpinning Tesla's current models. Production of the $25,000 electric car is expected to take place at multiple factories, **including a new Gigafactory in Mexico.**

Back to the investment keynote. Tesla's previous two master plans were hit or miss. While the company achieved most of the goals in the first plan, published in 2006, the second plan remains largely unrealized. That plan, **which was posted in 2016 under the cheeky title "Part Deux",** said that Tesla would create a solar business, introduce multiple vehicles across major categories, achieve full autonomy, **and launch a robotaxi network for owners to earn up to $30,000 a year.** While T**esla has launched its solar business, installations**

have been slow, and some customers have complained of huge price markups. The company has also scaled back its ambitions as revenues remain relatively flat. Tesla did introduce two new vehicles since publishing its second Master Plan: the Tesla Semi and the Cybertruck. Tesla Semi deliveries began late last year, and the Cybertruck is still planned for this year. However, Musk's promise that Tesla owners with FSD (Full Self-Driving) could earn passive income by sending their vehicles to autonomously pick up passengers as a robotaxi service has failed to materialize. In recent months, Musk has suggested that Tesla make a standalone robotaxi vehicle, casting doubt on his original proposal that Teslas on the road today could qualify for such a service.

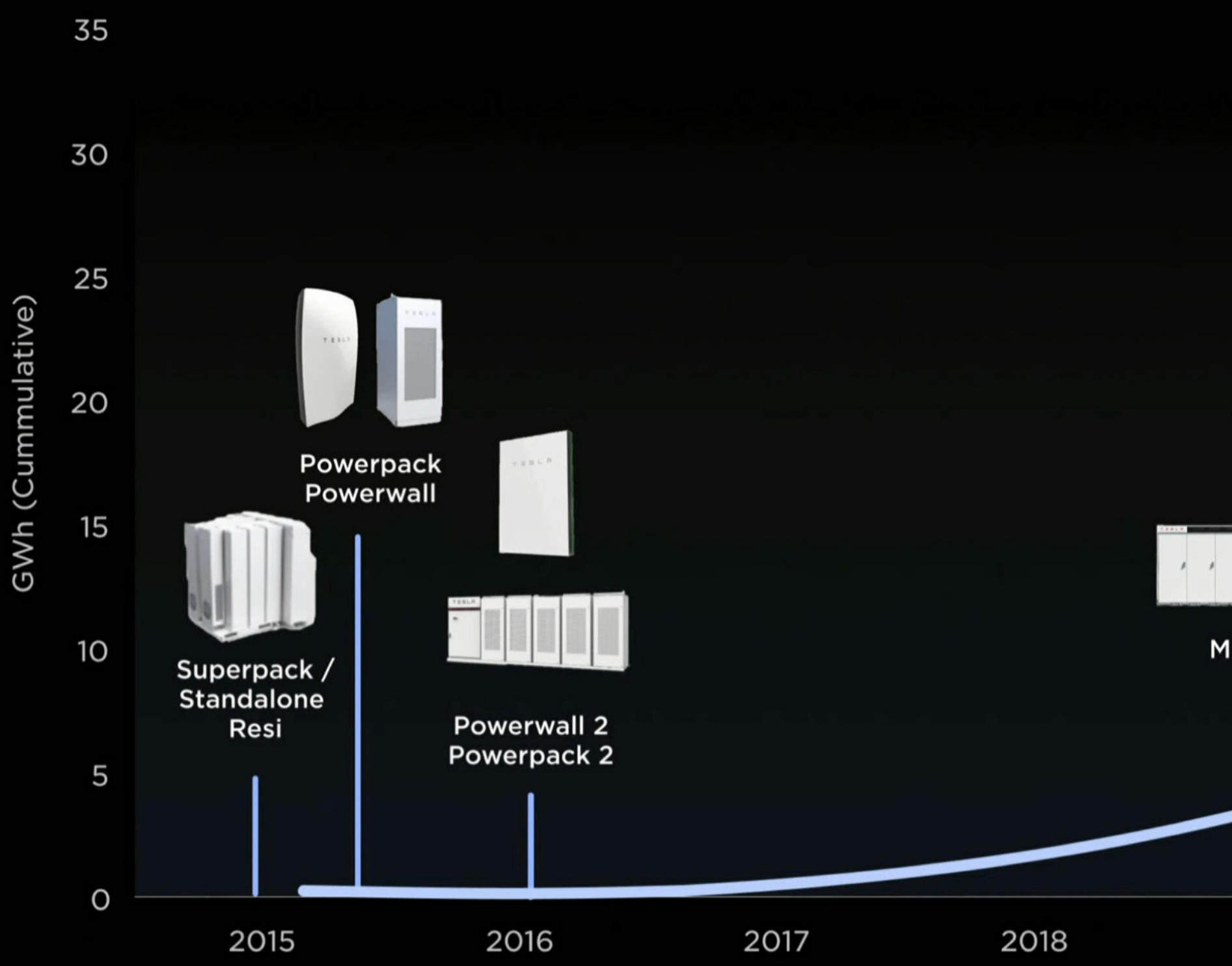
THE SUPERCHARGER PROJECT

While other drivers of electric vehicles fret about limited infrastructure, blocked charging bays, and flaky apps, Tesla has been known for its proprietary Superchargers with their promise of constant availability and fast replenishment. However, these Superchargers have been teasingly out of reach for non-Tesla electric vehicle owners until now. Building on a pilot program that started last November, **Tesla has opened a selection of its Supercharger stations all EVs, not just its own.** For non-Tesla drivers, the process of charging at a Supercharger involves downloading and registering your details with the firm's app before plugging in. This shows which sites are available and guides you to the nearest one. With a single click via the maps app on the iPhone, you can follow through CarPlay. With

l Further Reduce Mineral Demand

Growth Is Ac

65% CAGR S



ccelerating

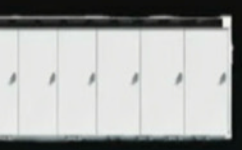
INCE 2016

Upcoming
Products
in 2023

+16 GWh

Megapack 2
Megapack 2XL

Powerwall +



egapack

2019 2020 2021 2022 2023

TESLA LIVE

Rare Earths

NEXT GENERATION PERM

0g

Rare Earth 1

0g

Rare Ea

Lower Cost & Higher Efficiency Dri

s Required

IANENT MAGNET MOTOR

g

arth 2

0g

Rare Earth 3

TESLA

ive Units Using Zero Rare Earths

speeds of up to 150kW on V2 Superchargers and as much as 250kW on the latest V3 ones, plugging in at a Tesla station offers super quick charging to any electric vehicle with a compatible CCS socket, which is rapidly becoming the industry standard on most cars sold in Europe. Charging at that speed, even a quick 15-minute stop is enough to add 150 miles of range to a Model Y, though rates vary from brand to brand, not every EV can top up that quickly.

2. Switch to El

21%

Reduction In
Fossil Fuel Use

Global El

40M

380M

2

115TWh

Vehicle Batteries
& Stationary Storage

4

Solar

ectric Vehicles

Full
Sustainability

ectric Fleet

0M

300M

700M

TW

+ Wind

$7.0T

Manufacturing
Investment

TSLA LIVE

There's no denying Telsa has revolutionized the EV sector. With a new forward-thinking strategy, it could soon expand its reach even further and become an essential player in everyday life for billions of people, similar to Apple with the iPhone. We can't wait to see where Musk takes the brand next and what the future holds for EVs and charging.

just answer®

Chat with a Mac Support Specialist in minutes, 24/7

Ask an Apple tech now

PLUSH BEDS

CALIFORNIA

SHOP NOW

HEALTH

AMAZON ADDS VIDEO TELEMEDICINE VISITS NATIONWIDE TO ITS VIRTUAL CLINIC

Amazon is adding video telemedicine visits in all 50 states to a virtual clinic it launched last fall, as the e-commerce giant pushes deeper into care delivery.

Amazon said this week that customers can visit its virtual clinic around the clock through Amazon's website or app. There, they can compare prices and response times before picking a telemedicine provider from several options.

The clinic, which doesn't accept insurance, launched last fall with a focus on text message-based consultations. Those remain available in 34 states. The new video telemedicine option also will be available in Washington, D.C.

Virtual care, or telemedicine, exploded in popularity when COVID-19 hit a few years ago. It has remained popular as a convenient way to check in with a doctor or deal with relatively minor health issues like pink eye.

Amazon says its clinic offers care for more than 30 common health conditions. Those include sinus infections, acne, COVID-19 and acid reflux. The clinic also offers treatments for motion sickness, seasonal allergies and several sexual health conditions, including erectile dysfunction.

It also provides birth control and emergency contraception.

Chief Medical Officer Dr. Nworah Ayogu said in a blog post that the clinic aims to remove barriers to help people treat "everyday health concerns."

"As a doctor, I've seen firsthand that patients want to be healthy but lack the time, tools, or resources to effectively manage their care," Ayogu wrote.

Amazon said messaging-based consultations cost $35 on average while video visits cost $75.

amazon

amazon clinic How it works Help / FAQ

Now available in all 50

Healthcare for those *can't wait* days

Quickly treat common conditions with 24/7 video visits and messaging* with a clinician. Upfront pricing. No appointments, and no insurance needed.

Find a treatment

Customer satisfaction rating

4.9

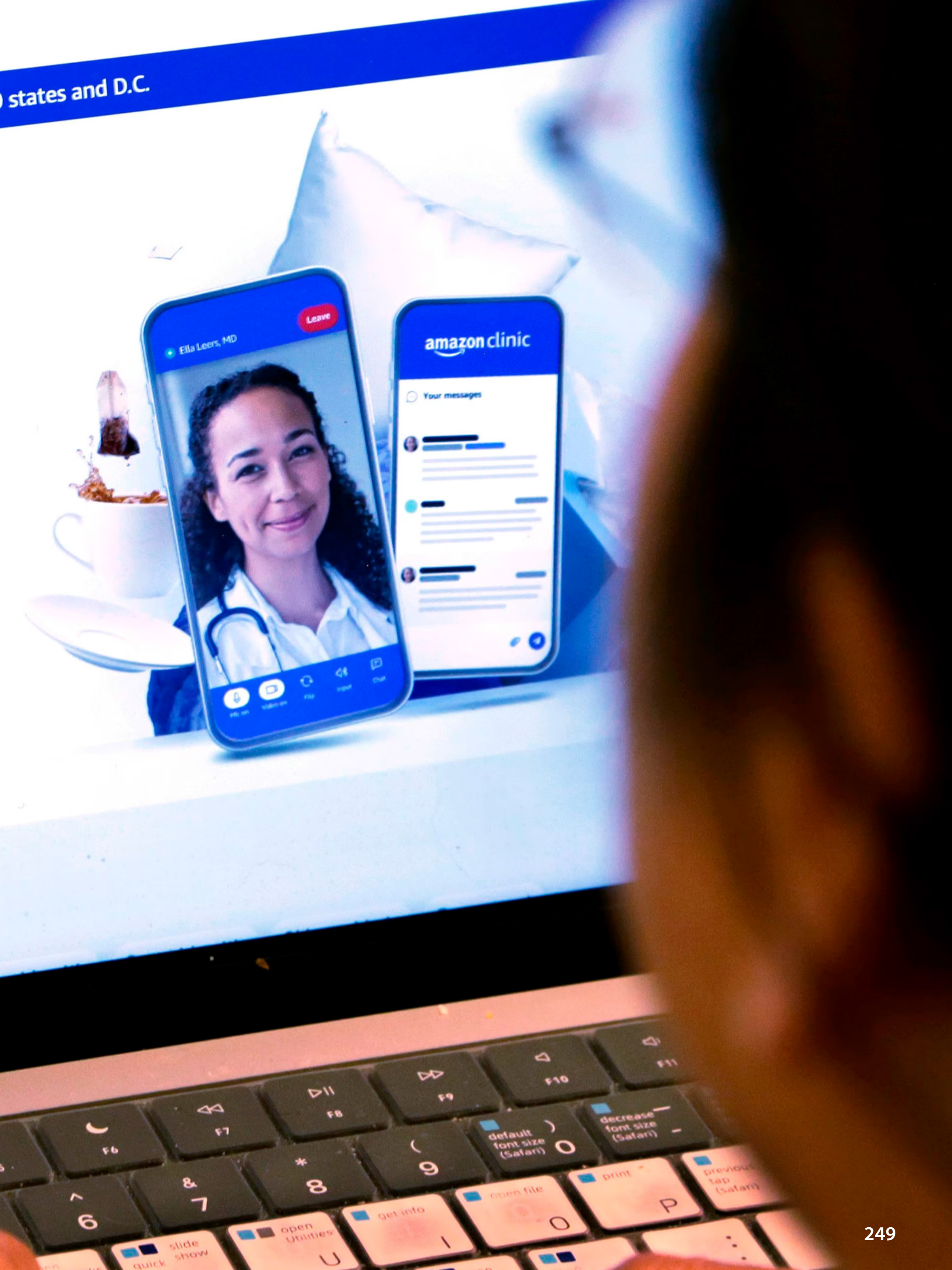
*Messaging available in 34 states

Find a treatment

Choose a condition to learn more, see prices, and get started.

force quit F1 F2 F3 F4

states and D.C.



That's cheaper than the cost of many in-person visits with a doctor, which can run over $100 for people without insurance or coverage that makes them pay a high deductible.

While virtual visits can improve access to help, some doctors worry that they also lead to care fragmentation and can make it harder to track a patient's overall health. That could happen if a patient has a regular doctor who doesn't learn about the virtual visit from another provider.

In addition to virtual care, Amazon also sells prescription drugs through its Amazon Pharmacy business and has been building its presence with in-patient care.

Earlier this year, Amazon also closed a $3.9 billion acquisition of the membership-based primary care provider One Medical, which had about 815,000 customers and 214 medical offices in more than 20 markets.

One Medical offers both in-person care and virtual visits.

Anti-monopoly groups had called on the Federal Trade Commission to block the deal, arguing it would endanger patient privacy and help make the retailer more dominant in the marketplace. The agency didn't block the deal but said it won't rule out future challenges.

That deal was the first acquisition made under Amazon CEO Andy Jassy, who took over from founder Jeff Bezos in 2021. Jassy sees health care as a growth opportunity for the company.

YOUR BRAND HAS NEVER BEEN IN SUCH GOOD COMPANY

ads@techlifenews.com

MindfieldDigital™

MASTHEAD

TECHLIFE NEWS INTERNATIONAL
TechLifeNewsMagazine.com

SOCIAL NETWORKS

Twitter
@Techlife_News
twitter.com/#!/Techlife_News

Facebook
facebook.com/TechlifeNews

SUBSCRIPTIONS

TechLife News Website
techlifenewsmagazine.com

iTunes App Store™ / Newsstand
itunes.apple.com/app/techlife-news/id529054466?mt=8

CONTACTS

Executive Director - ceo@techlifenewsmagazine.com
Relationship Management - crm@techlifenewsmagazine.com
Editor - editor@techlifenewsmagazine.com
Advertise - ads@techlifenewsmagazine.com
Social Network - network@techlifenewsmagazine.com
Promotions - promo@techlifenewsmagazine.com

EXECUTIVE DIRECTOR

Ivan Castilho
Chief Executive Officer / Design Conception

MINDFIELD DIGITAL ART & GRAPHIC DESIGN

Milene Mencari
Graphic Production Coordinator

Natielly Dias
Graphic Design Producer

Saulo Cardoso
Graphic Design Producer

Ketlyn Hanna
Graphic Design Producer

Claudio Magalhaes
Graphic Design Producer

OFFICIAL WEBSITE

Jack Crute
Newsroom Production

MAGAZINE EDITORIAL CONTENT

Benjamin Kerry
Chief Editor

WRITERS

Precise English Inc.
Gavin Lenaghan
Craig Lenaghan
Shanon O'Dovovan

COLUMNS

DIGITAL ENTERTAINMENT REVIEW
Gavin Lenaghan

FINANCE NEWS
Associated Press / Bloomberg

REVISION

Gavin Lenaghan
Jack Crute

PRODUCTION SUPPORT / COLLABORATORS

Rui da Costa
Segolene Vincent
Fabian Groenhof
Lise Berda
James Jarvis
Richard Sawyer
Lauren Brown
Matthew Coburn
Jeffrey Milks
Susan Kiesling
Raquel Serrano
Robert Fluellen
Lisa Swiniarski
Roger Gayalkar
Icy Ventura
Pilar Bescos
Candice Liu
Sharnae Hughes
Saikumar B
Ryan Szloch
Ryan Szloch
Ciera Chang
Trevor Carroll
Oscar Garcia
Jenny Marry
Sierra Simon
Sharon Ferraro
Devesh Kamal

PRIVACY POLICY

techlifenewsmagazine.com/privacy-policy/

TERMS OF USE

techlifenewsmagazine.com/terms-of-use/

TECHLIFE NEWS© Copyright 2021-2012. All Rights Reserved.

No part of the document may be circulated, quoted, or reproduced for distribution without prior written approval. Proper Trademark Notice and Attribution iPad, iPhone, Apple Watch, AirPods, AirTag, HomePod, Mac, iMac, Macbook, iOS, iPadOS, macOS are trademarks of Apple Inc., registered in the U.S. and other countries. Please contact support for additional trademark ownership rights information. The following is a list of Apple's trademarks and service marks http://www.apple.com/legal/ trademark/appletmlist.html. All other trademarks are the properties of their owners.

TechLife News is an independent publication and has not been authorized, sponsored, or otherwise approved by Apple Inc., Alphabet Inc., Google, Facebook, Microsoft Inc. or any other technology company or brand.

TechLife NEWS

TechlifeNews.com